SOUTHERN AUTOMOTIVE JOURNAL

JANUARY, 1950

COVERS THE 19 SOUTHERN AND SOUTHWESTERN STATES

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Perfect Circle GX "Oil Stopper" Steel Oil Ring as seen in THE SATURDAY EVENING POST by millions.

Oil Rings have a mighty tough job to do in worn engines—because actually, they must do two jobs—permit adequate lubrication of upper rings and cylinder walls, yet stop excessive oil consumption.

Millions of installations prove that PC's GX "Oil Stopper" eliminates oil pumping, increases power, saves gas and oil, and gives longer life to worn engines! No wonder it's preferred by motorists and Doctors of Motors everywhere! It's designed for the severest duty!

Let the "Oil Stopper" be your trouble-shooter on all worn engine jobs. Ask for it in the Perfect Circle 501-5001 Series.

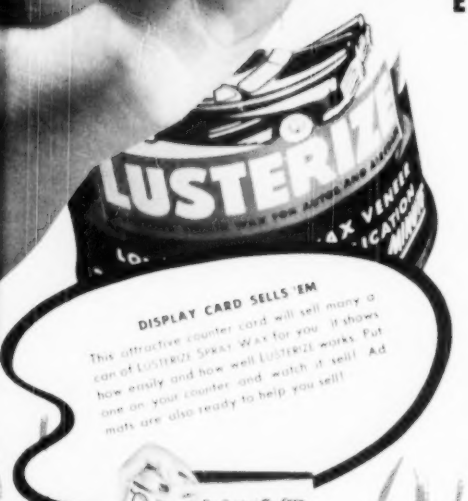
Perfect Circle

THE MOST HONORED NAME IN PISTON RINGS

New! RED HOT Profit-Maker LUSTERIZE Spray WAX

Extra Quality Wax That's Easy to Use!

1. Your Biggest Volume Ever in Wax Sales with New Spray Package
2. Gross Profits up to 75%
3. More Turnover—LUSTERIZE Customers Will Make Quick Use of Their Purchase
4. Repeat Business—Because LUSTERIZE Combines Convenience with *Quality!*



It's a fact! Here's the hottest thing ever to hit the auto wax business! LUSTERIZE SPRAY WAX—a pure carnauba wax in liquid form—is homogenized for spraying, and packaged in a 12-ounce aerosol spray can. Spray wax makes car waxing quick and easy—cuts application time to mere minutes, and eliminates rubbing and buffing altogether. Just spray it on—wipe it off! Wonderful for furniture, too!

LUSTERIZE WAX is also available for professional spray use in regular gallon and pint cans. Sprays on like paint—cuts labor costs in wax jobs. Ask your Whiz jobber to deliver your stock now. Now's the time to act for more profits!

Whiz

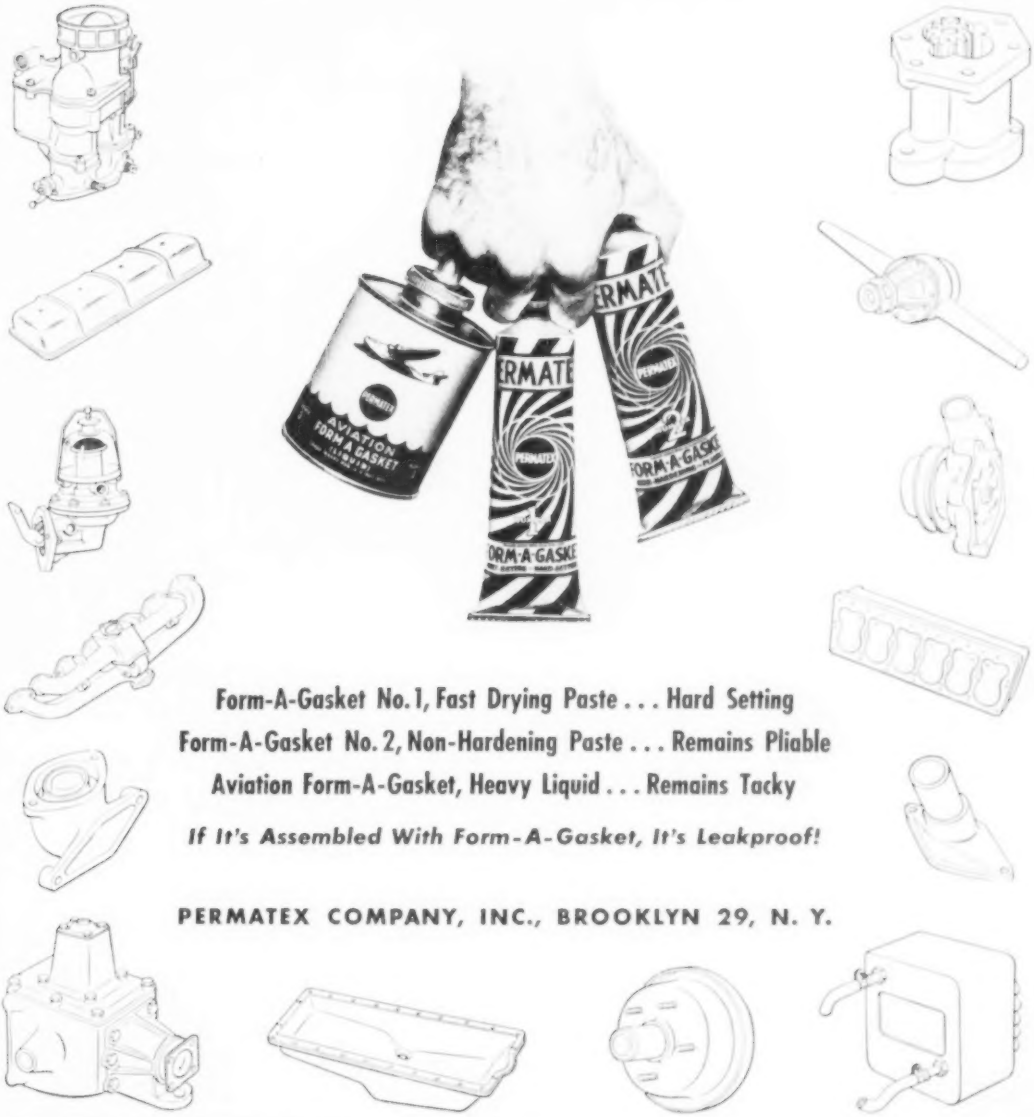
PRODUCTS OF Hollingshead
LEADER IN MAINTENANCE CHEMICALS

R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey
Canadian Office: Toronto • Warehouses: Dallas, San Francisco, Chicago

ASSEMBLE

with

Form-A-Gasket



Form-A-Gasket No. 1, Fast Drying Paste . . . Hard Setting

Form-A-Gasket No. 2, Non-Hardening Paste . . . Remains Pliable

Aviation Form-A-Gasket, Heavy Liquid . . . Remains Tacky

If It's Assembled With Form-A-Gasket, It's Leakproof!

PERMATEX COMPANY, INC., BROOKLYN 29, N. Y.

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Volume 30 Number 1

McCORD
Replacement
RADIATOR CORES
A MOTOR IS ONLY AS GOOD AS ITS COOLING SYSTEM. REPLACE CLOGGED, WORN OUT RADIATOR CORES WITH NEW McCORD CORES FOR ORIGINAL COOLING AND CUSTOMER SATISFACTION
McCORD CORPORATION
DETROIT 11, MICHIGAN
Most Radiator Shops Use McCord Cores

STOP CLICKING NOISE

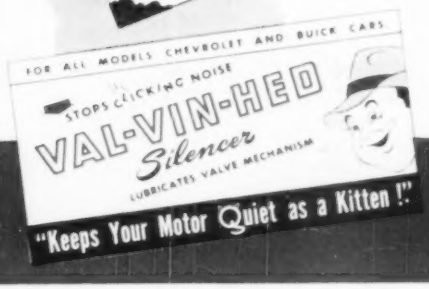
ON CHEVROLET and BUICK CARS

PROVIDES *CONSTANT* OVERHEAD LUBRICATION

You don't need a traffic cop to get Chevrolet and Buick customers into your shop. Just let these car owners know about the new VAL-VIN-HED Silencer and you will see how quickly they'll be in for service. The new silencer is easy to sell because it offers an inexpensive method of keeping a valve-in-head motor QUIET AS A KITTEN. The working of the rocker arm against the oil soaked filters not only cushions the noise but provides important overhead lubrication for the entire valve mechanism. VAL-VIN-HED Silencers are easy to install and profitable to handle.

List Price for Chevrolet $2.75; Buick $3.25. Order from your jobber TODAY. If he cannot supply you, write factory direct.

JOE L. ESTES CO., Winder, Ga.



THESE SALES AIDS MAKE SELLING EASY!

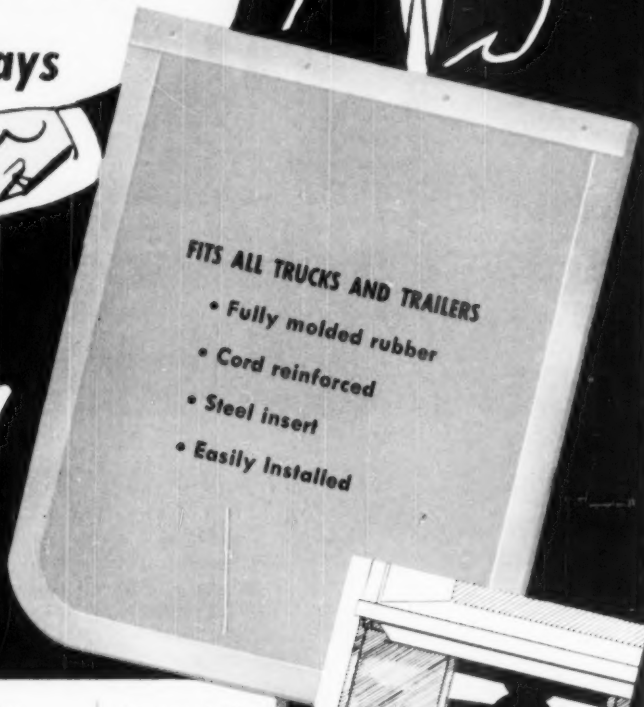
GLOBE

TRUCK and TRAILER

SPLASH GUARDS

Protect your Profits

3 ways

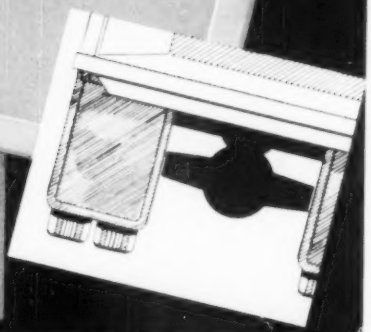


Price

Quality

Sales

Stock No.	Flap Size	Tire Size	Recommended Use
401-T	24" x 30"	8.25—11.00 x 20"	Dual Wheels
401-TX	24" x 36"	11.00—14.00 x 22"-24"	Dual Wheels
430-T	20" x 20"	6.50—7.50 x 15"-17"	Single or Dual
430-TX	20" x 30"	32 x 6"—7.50 x 20"	Single or Dual



GLOBE RUBBER PRODUCTS CORP.

Manufacturers of ORIGINAL EQUIPMENT and REPLACEMENT PARTS for the Automotive Industry

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Southwestern Representatives:
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STRAUSZ, INC.
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Southeastern Representatives:

A job not finished on time crowds your shop . . . costs you money . . . and may lose you a customer. You can't afford to wait to get the Tool you need NOW! Get all your Tools the quick New Britain way . . . call your Jobber! Any and every New Britain Tool you'll ever need is no further away than a phone call to your automotive Jobber. The Tools come *fast* . . . and they're the *right* Tools, when they're New Britain! . . . ORDER TODAY! The New Britain Machine Co., New Britain, Conn.

New Britain

GREATER STRENGTH • BETTER FIT HAND TOOLS

Out in Front HIRSIG In the South

FRAM CORPORATION
FRAM Oil, Air, Fuel Filters
Breather Cap Filters
Replacement Cartridges

RUST MASTER CHEMICAL CORP
Rust Master — Six Master
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THE ANDERSON COMPANY
ANCO Spot Master Mirrors
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ELECTROLINE Back-up Lights — Fog Lights
Hand Spotlights — Sealed Beam Adapters
Tail and Stop Lights — Mirrors and Reflectors — Gas Tank Caps

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Go to the jobber who features the lines shown here — lines that are represented in the South by the Hirsig organization.

These lines are all leaders in the field, backed by manufacturers with facilities to produce the best the market affords.

Other leading lines of automotive merchandise represented by Hirsig are — ANDREWS Ignition — ARROW Armatures — AUSCO Jacks — B C A Bearing — B & B Heaters — CLEVELAND Tire Chains — DAVID ROUND Chain Hoists — DURO Tools — GEARY HERSHEY Front End Parts — HERCULES Universal Joints — HUFFMAN Measures — KIMBLE Glass — MANLEY Valves — MICHIGAN Bearings — MITY MIDGET Sanders — SUPERSTATS — THERMO Anti Freeze — TRIPLEX Pistons — TYSON Bearings — WICKWIRE SPENCER Springs.

Hirsig men, located in 17 cities throughout the South, help jobbers deliver the best possible service to the Automotive dealers in the South.

LAWRENCE M. HIRSIG & CO. Jacksonville 2, Florida

Genuine FORD Clutches

Genuine Ford Clutch Discs and Pressure Plates Are Profit Makers For You!

Are you taking advantage of the Ford Clutch Exchange Program? Genuine Ford Clutches are dynamically balanced to prevent undue vibration and excessive wear. Every Ford engine part is built and balanced to meet the same exacting Ford engineering standards. What's more, all Genuine Ford Clutches are designed for a given engine torque —they're the *right* design for Fords!

GENUINE Ford PARTS

SPECIAL FOR INDEPENDENT GARAGES . . . More and more Ford service customers recognize this sign of good service. It means better parts for better Ford service . . . wherever they go. Get your share of this expanding and profitable market. Ask your Ford Dealer how you can display this sign—step up parts and service business. Do it, today!

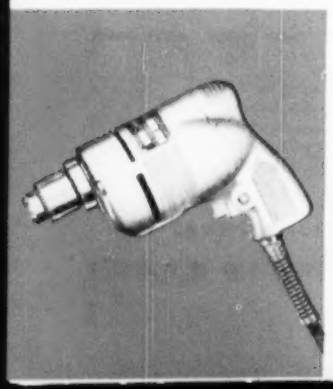
Genuine FORD Parts... **Right for FORDS!**

FORD Division of FORD MOTOR COMPANY

USE COMPACT SKIL Drills FOR DRILLING, HOLE SAWING . . .

Speed accessory installations in tight spots AND tough spots

High installation costs can take a big bite out of your accessory profits. With SKIL Drills you can lower those costs (and still make money on labor). SKIL Drills have plenty of power for hole-sawing dash and floor panels on heater installations. These fast-working tools drill holes in minutes for attaching spotlights, mirrors, sun shields, and other accessories. SKIL Drill's lightness and streamlined design save you time and trouble in the hard-to-reach spots around bumpers and grills. Protect accessory profits—install SKIL Drills. Ask your SKIL Tool Distributor for an in-the-shop demonstration today.



SKIL Tools ELECTRIC PNEUMATIC

SKIL Tools are made only by
SKILSAW, INC.
5033 Elston Ave., Chicago 30, Ill.
Factory Branches in Principal Cities
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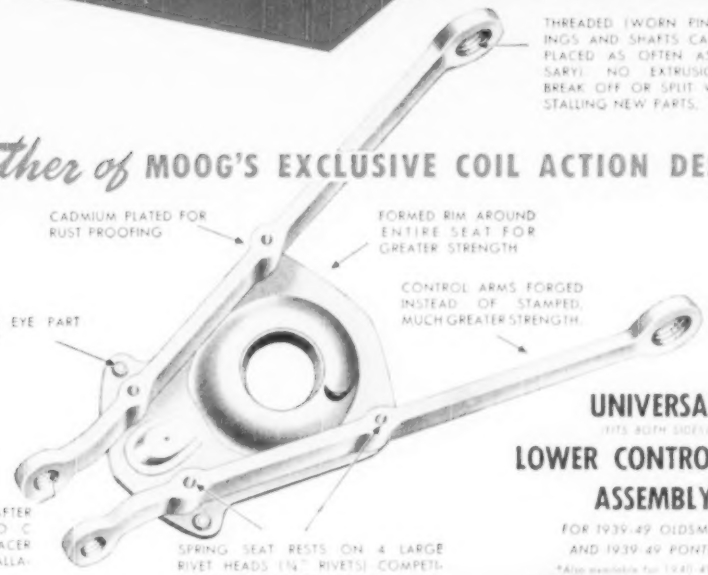
YOU CAN ONLY GET THIS THROUGH MOOG...

MOOG DESIGNS AND MAKES A PART TO DO A BETTER JOB THAN THE ONE IT REPLACES



Another of MOOG'S EXCLUSIVE COIL ACTION DESIGNS

UNIVERSAL
(FITS BOTH SIDES)
LOWER CONTROL ARM ASSEMBLY

FOR 1939-49 OLDSMOBILE AND 1939-49 PONTIAC*

*Also available for 1940-49 Buick

MOOG INDUSTRIES, INC., ST. LOUIS 14, MO.

Divisions
MOOG COIL ACTION PARTS CO.
MOOG PISTON RING COMPANY
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GET IT FROM YOUR JOBBER

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A GREAT NAME IN AUTOMOTIVE MAINTENANCE

You'll win satisfied customers

WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

—an all-season fluid for all cars and trucks . . . maintains chemical characteristics and amply lubricates the system under all driving temperatures.

WAGNER LOCKHEED HYDRAULIC BRAKE PARTS

—*a complete* line, covering *all* makes of cars and trucks, including seldom used, slow-moving parts not easily obtainable elsewhere.

with Wagner brake products!*

here's why...

*CoMaX BRAKE LINING

is unsurpassed for quick, safe, smooth stops

Wagner's background of 26 years' experience in braking problems assures you of maximum wear and performance in Wagner CoMaX Brake Lining. The facilities of Wagner's factory laboratory and field organization of 25 branches are devoted to maintaining Wagner leadership in brake service products.

CoMaX is a superior quality brake lining that is non-compressible under brake pressure. It is long-lived in performance and will not deteriorate with age. Of uniform, non-abrasive texture, it grips silently and with constant high friction for *more* quick, safe, smooth stops.

Available in sets, rolls, blocks, slabs and cut segments, Wagner CoMaX suits every brake lining requirement for every type of vehicle from passenger cars to trailer trucks.

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. See your nearest Wagner jobber or write for details.

Wagner Electric Corporation

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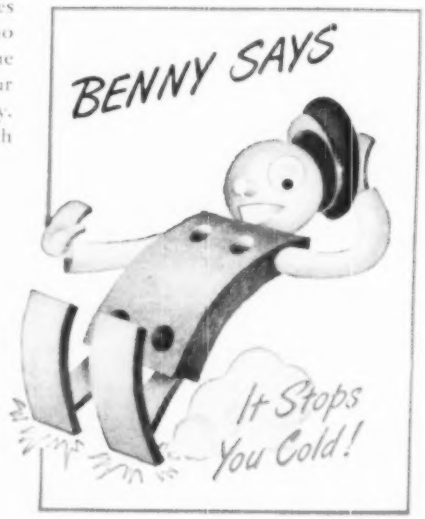
Get this up-to-date book covering Wagner CoMaX Brake Lining and Friction Materials, Wagner Lockheed Hydraulic Brake Parts and Wagner Lockheed Brake Fluid.

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID · NoRoL
CoMaX BRAKE LINING
AIR BRAKES · TACHOGRAPHS
ELECTRIC MOTORS · TRANSFORMERS
INDUSTRIAL CRANE BRIDGE BRAKES

BENIUM* *Heat-resisting material is the secret ingredient developed by the Marshall-Eclipse Division of Bendix and used exclusively in Eclipse brake linings and heavy-duty brake blocks.*

It's as easy as shooting fish in a barrel. Just take a moment to check the brakes on every service job. Then, when you find relining is needed, tell your customer about *Benium*. It dissipates friction-heat so rapidly that every stop is smooth as silk no matter how often you apply the brakes. Equally important is the fact that Bendix Eclipse Linings and Blocks wear longer—your customer actually *saves* money in the long run. Stock up today. Just give it a try and you'll agree—extra sales are a cinch with Bendix Eclipse Linings and Blocks.



Bendix Eclipse

BRAKE LININGS and BLOCKS

PRODUCTS of

the Greatest Name in Braking!

MARSHALL-ECLIPSE DIVISION OF
TROY, NEW YORK

Bendix
AVIATION CORPORATION

ANNOUNCING

A Completely New Merchandising Program

WARRANTED IGNITION

FIRST AGAIN IN THE IGNITION FIELD

Niehoff Warranteed Ignition Parts give the independent automotive service shops a sales stimulating, confidence-building program for 1950.

This plan is being promoted nationally in the *Saturday Evening Post* and motorists everywhere will quickly recognize the unusual Service Warranty which assures carefree motoring and peak performance . . . backed by the Niehoff name known the world over for quality.

Your Niehoff Jobber will be glad to give you complete details on how YOU can increase your sales and profits. Contact him TODAY.

C. E. NIEHOFF & CO.

4922 Lawrence Ave. Chicago 30, Ill.

BRANCHES: BOSTON 34, Mass., 254 Brighton Ave.; LOS ANGELES 15, Calif., 1330 W. Olympic Blvd.; NEW YORK 19, N.Y., 250 W. 54th St.

This Outdoor Metal Sign Ties Your Shop to the POST Promotion

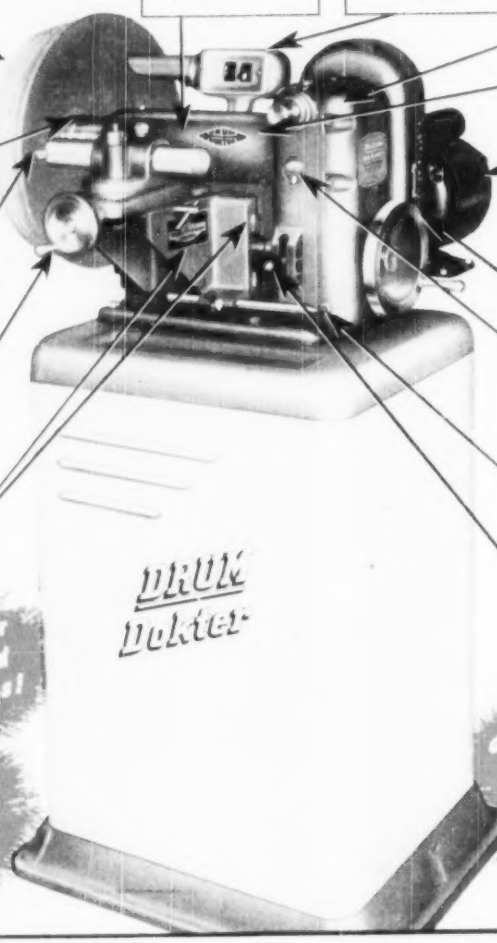
Advertised To Car Owners In THE SATURDAY EVENING POST

CERTIFIED DEALER NIEHOFF Warranteed Ignition

NIEHOFF The Best in Ignition

Barrett Announces

The Most Useful And Versatile



CAPACITY — HANDLES DRUMS FROM 6" to 18" DIAMETER, OVER 5½" FACE

DETACHABLE ARBOR — HARDENED AND GROUND

REPLACEABLE TIP CARBIDE CUTTER — HEAVY DUTY TOOL POST

MICROMETER CROSS FEED WITH POSITIVE LOCKING DEVICE

HEAVY CARRIAGE WITH REPLACEABLE GIB — BROAD DOVETAIL CARRIAGE WAYS

LIFETIME NON-FRICTION TIMKEN BEARINGS — NO SPLIT BUSHINGS

CONVENIENT POWER SWITCH AND WORK LIGHT

HARDENED WORM GEAR DRIVE WITH BALL BEARINGS

RIGID ONE PIECE CASTING — NO SHEET METAL

HEAVY DUTY MOTOR 3 SPEED DRIVE

LARGE HAND FEED WHEEL FOR FAST, CONVENIENT SETUPS

SEALED OIL BATH GEAR CASE — VISUAL OIL LEVEL INDICATOR

AUTOMATIC ELECTRIC MOTOR CUT OFF — FREES OPERATOR FOR OTHER WORK

HANDY SHIFT LEVER FOR INSTANT SELECTION OF TWO CUTTING FEEDS — FAST OR SLOW

Handles All Passenger Cars PLUS Light and Medium Truck Drums!

Automatic In Operation— No Experience Necessary!

Guaranteed Satisfaction on Operation and Profits!

NOW EVEN THE SMALLEST SHOP CAN AFFORD A DRUM-Dokter!

Look at these Profits on drum machining alone*

IF YOU DO ONLY

Relines Per Week	Income Per Year	Relines Per Week	Income Per Year
1 CAR (Drum turning alone)	$ 312.00	4 CARS (Drum turning alone)	$1248.00
2 CARS " " "	624.00	5 CARS " " "	1560.00
3 CARS " " "	936.00	6 CARS " " "	1872.00

*DRUM RECONDITIONING PAYS 92% GROSS PROFIT!

Based on national average charge of $1.50 per drum

Drum Reconditioner Ever Offered!

THE DRUM-Dokter

Greatest Profit Maker Of ALL Service Equipment

★ **ACCURATE** ★ **RUGGED** ★ **FAST** ★ **POWERFUL**

Rigid precision construction — Equipped with Timken and ball bearings

Engineered to give a lifetime of trouble-free economical service

3 Spindle Speeds—2 Cutting Feeds, fast for roughing, slow for finishing

Heavy duty motor—110-220 volt, A.C. Resilient mounted for smooth operation.

SELLS DRUM SERVICE! Only machine available that includes dial indicator for checking brake drums both before and after reconditioning. A SURE method of selling this profitable service.

MACHINES DRUMS! Produces a superior finish with Barrett's NEW Replaceable-Tip Carbide Lathe Cutter.

GRINDS DRUMS! Best and only way to finish drums with hard spots —an almost impossible job without a grinder attachment.

HONES DRUMS! Gives a mirror-smooth finish for shops that want to offer this extra-special service.

DOES MANY OTHER JOBS! Provides facilities for many other purposes—for driving all popular sized automotive reamers—for reconditioning hydraulic brake cylinders—for sharpening carbide and high speed lathe cutters—for resurfacing disc brake housings—for facing fly wheel clutches.

COMPLETELY VERSATILE! INDIVIDUAL ATTACHMENTS AVAILABLE FOR ALL THESE JOBS!

3 MODELS AVAILABLE

MODEL B-500

For Bench Operation — (Less Automatic Electric Motor Cut-off and Work Light Control System)

Only $299.00

F.O.B. Factory

Lowest Priced Brake Drum Reconditioner Ever Offered!

YOUR BEST AND BIGGEST PROFIT MAKER—

7 out of every 10 cars entering your shop need brake drum reconditioning!

MAIL COUPON TODAY

BARRETT EQUIPMENT CO., 21st & Cass, St. Louis 6, Mo.
Send us complete details on the NEW DRUM-Dokter

Company _____

Street Address _____

City & State _____

Signed _____

Title _____

☐ Please have Representative call 55

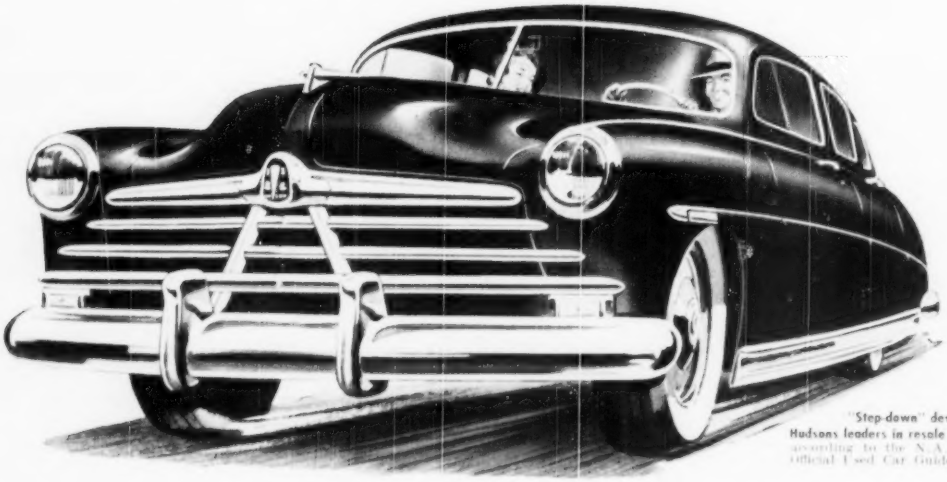
BARRETT EQUIPMENT COMPANY

The World's Finest Brake Service Equipment

TWENTY-FIRST *and* CASS • ST. LOUIS 6, MO.

Lower-Priced Hudson

Taking the country by storm!



"Step-down" designed Hudsons leaders in resale value according to the N.A.D.A. Official Used Car Guide!

In two days, more than a million people flocked to see the new Pacemaker

. . . and many thousands placed their orders for this exciting new car that costs less to buy . . . less to drive!

Hudson dealers have the *only* really new and different car in sight . . . and the *only* new price!

And America is welcoming Hudson's offering of the new, lower priced, "step-down" designed Pacemaker with open arms. Right across the nation, one of the largest crowds to ever welcome a new car—anytime, anywhere—thronged the showrooms of Hudson dealers. There was action . . . excitement . . . public approval, and plenty of deals for everyone.

Just as an indication of genuine, solid public enthusiasm for this great new car, early reports showed 9,200 orders taken in the first two days. And more good news rolls in daily . . . Hudson dealers are doing business, because *Hudson dealers have got what it takes to get it in this market* . . . a greater value, with exclusive features, at a price the public likes to pay!

And that's where YOU come in . . . if you're interested in the *finest deal* in the automobile business today.

This is the time for YOU to get in on the ground floor . . . get set for the future with a company that's really on the move . . . a company that knows the answers from 40 years of experience . . . and that's really *years ahead* in *planning* and *building* what the car-buying public really wants!

Just write—wire or phone Mr. N. K. VanDerzee, Vice-President in Charge of Sales, Hudson Motor Car Company, Detroit 14, Michigan. Hudson has a *good deal for good dealers*—and NOW'S the time to find out about it for yourself!

Available with Hudson's new SUPER-MATIC DRIVE*

*Optional at extra cost.

40 YEARS OF ENGINEERING LEADERSHIP

A few of the more than 80 important advances pioneered by Hudson

1909	Fluid-Cushioned Clutch
1916	First Super-Six, high compression engine with compensated inherently balanced crankshaft
1926	First steel bodies built on a production basis in own manufacturer's plant
1935	Gearshift control at steering wheel
1936	Patented Triple-Safe Brakes (hydraulic & reserve mechanical systems from same pedal—plus parking brake)
1948	Monobilt "body-and-frame"*, an all-welded unit with recessed floor and exclusive "step-down" design
1949	Super-matic Drive—mesh 3 driving, economical overdrive

*Trade-mark and patents pending

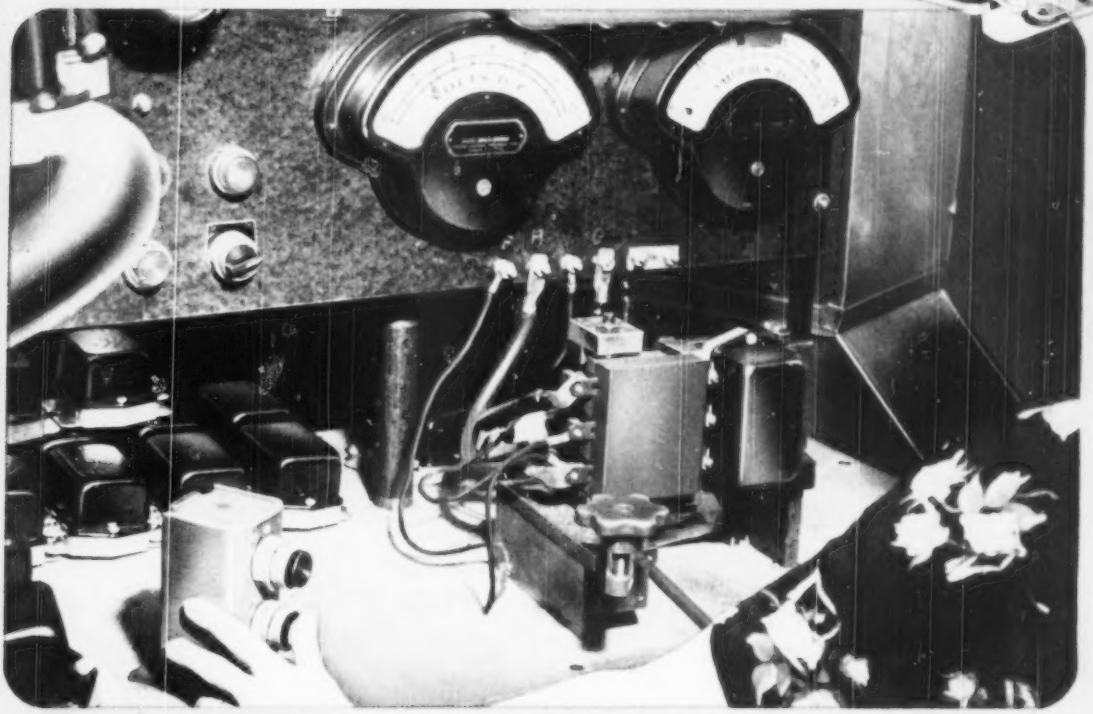
New Hudson

ONLY CAR WITH THE STEP DOWN DESIGN

3 GREAT HUDSON SERIES

Tested Quality HELPS YOU DELIVER

AMERICA'S FINEST ELECTRICAL SERVICE



In this final test during checking of all regulators against the rigid engineering specifications, particular attention is given to the calibration of the voltage regulator, current regulator and reverse current relay.

ORIGINAL

AUTO-LITE

SERVICE PARTS

EVERY JOB you deliver builds, maintains . . . or tears down . . . your established reputation in your community. The simple truth is you cannot protect this investment with workmanship alone, no matter how expert . . . unless it is backed up by parts of unfailing quality. Reliable proof of the quality Auto-Lite Original Factory Parts provide expert service men is proved by this fact: more than half of America's car makers specify Auto-Lite. For information write to

THE ELECTRIC AUTO-LITE CO. • *Parts & Service Division* • Toledo 1, Ohio

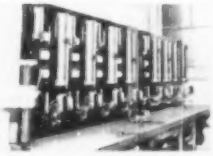
Canadian inquiries should be addressed to Sarnia, Ontario

Auto-Lite Engineering Assures Dependability

RAW MATERIAL TESTS . . . all materials must measure up to predetermined standards before they are released to production.

ENGINEERED SPECIFICATIONS . . . scientifically developed for every part. Nothing left to chance. High quality assures dependability.

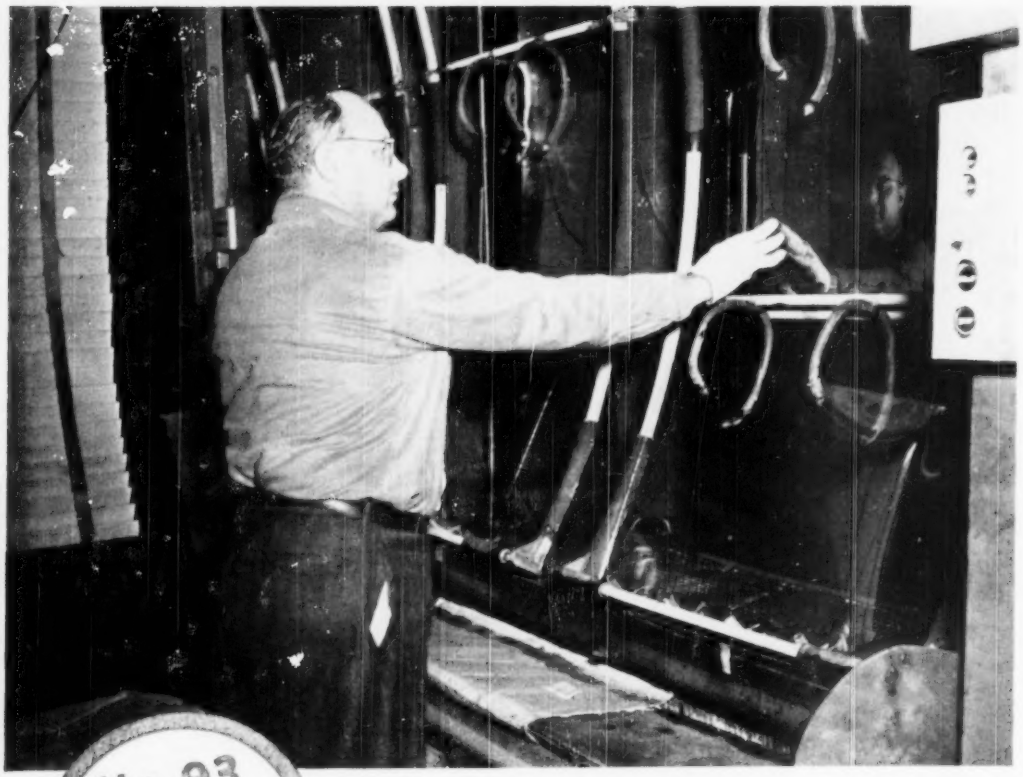
CONTINUING IMPROVEMENTS . . . by the foremost engineers working in one of America's great engineering laboratories.



APPROVAL OF LEADING CAR, TRUCK, AND TRACTOR MAKERS . . . as original equipment, after most searching tests by engineers.

FINISHED PRODUCTS TESTS every component and assembly passes repeated tests, checked constantly with laboratory research.

Money cannot buy better Automotive Electrical Equipment



No. 93 OK

ONE OF *142 Quality Checks*

"Close doesn't count"—and nowhere is that more true than in the manufacture of safety glass. Lives may depend on clear vision through the windshield. That's why we check and recheck quality at every stage. Take our Quality Check No. 93, for example. After the conveyors pass the bent plate glass through the washing and drying process, they carry it through this inspection booth before it goes on to be laminated with the plastic. Here we make certain of complete freedom from stain, scratches, rubs and dirt.

But this is only one of 142 Quality Checks and Controls. All of them are equally important to your car owner customers—because they assure:

1. Better heat stability
2. Better strength for safety
3. Better light stability
4. Better adhesion, glass to plastic

That's why L-O-F Hi-Test is the best Safety Plate Glass you can get—*anywhere*. Libbey-Owens-Ford Glass Company, 1015 Nicholas Building, Toledo 3, Ohio.

NO FINER GLASS THAN
LIBBEY-OWENS-FORD

HI-TEST SAFETY
L O F
PLATE

FRAM "See your dealer" Campaign

Sends buyers to you for *Complete* ENGINE PROTECTION

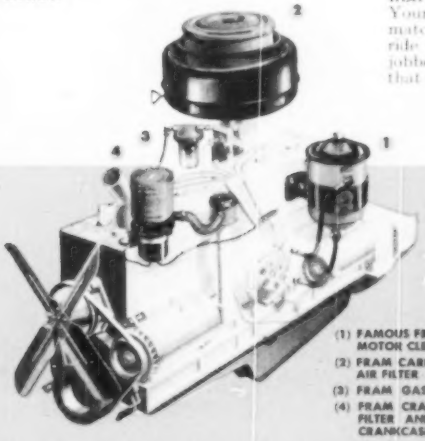
FRAM GIVES YOU OPERATOR 25 DIRECTORY SERVICE . . . Have your name listed! Powerful Fram ads urge millions of motorists to call Western Union by number and ask for Operator 25 to get the name of their nearest Fram Dealer. That's you if you sign up now!

SALES-MAKING MERCHANDISING CAMPAIGN . . . New, better than ever Fram merchandising campaign helps you sell more. Posters, banners, displays, merchandisers, booklets, uniforms and more. Get the whole story from your jobber.

BATTERY OF POWERFUL MAGAZINE ADS . . . Spreads and Pages month after month in Saturday Evening Post, Collier's, Popular Science sell Complete Engine Protection. They tell motorists to call Operator 25 for your name when you're a Fram Dealer.

GIANT BILLBOARDS . . . on arterial highways in every state across the nation remind motorists of Operator 25 and Complete Engine Protection. Cash in . . . Display Fram.

THAT'S ONLY THE BEGINNING! It's the Fram "See Your Dealer" campaign that sells hard with unmatched scientific advertising. Cash in now and ride the profit highway with Fram. See your jobber and get started with the 1950 campaign that puts you out front!



(1) FAMOUS FRAM OIL & MOTOR CLEANER
(2) FRAM CARBURETOR AIR FILTER
(3) FRAM GASOLINE FILTER
(4) FRAM CRANKCASE AIR FILTER AND POSITIVE CRANKCASE VENTILATOR

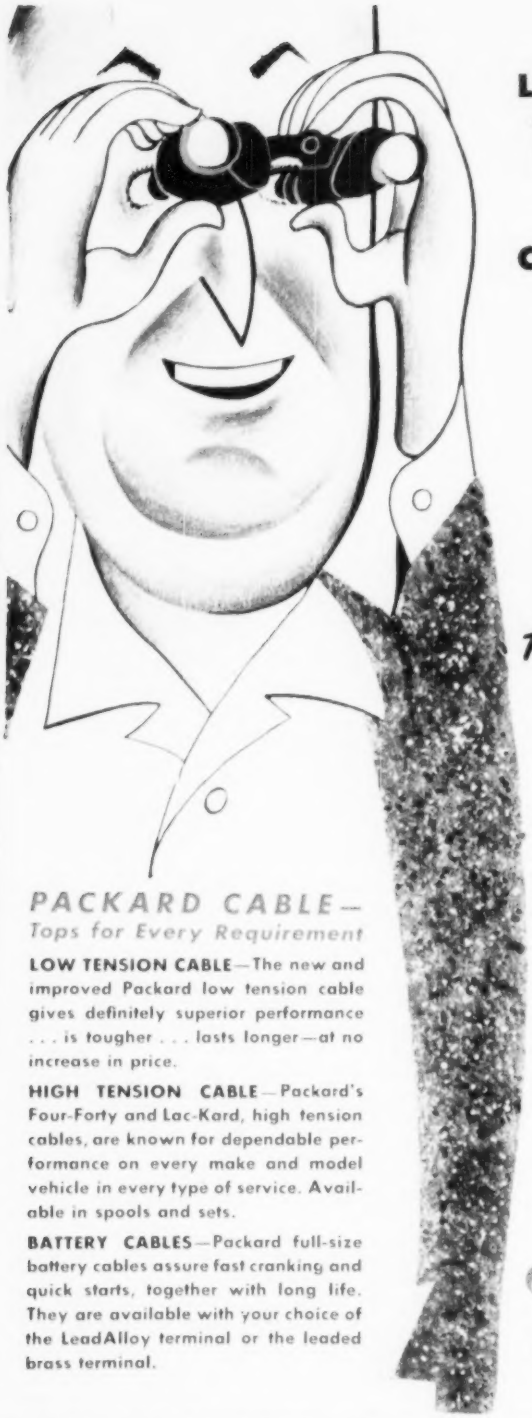
For Complete Engine Protection

FRAM

OIL-AIR-FUEL

FILTERS

FRAM CORPORATION, Providence 16, R. I. • Canada: J. C. Adams Co., Ltd., Toronto, Ontario.



LOOKING FOR THE TOP PERFORMER?

CHOOSE PACKARD AUTOMOTIVE CABLE

for all your wiring needs!

Packard automotive cable sets the standard by which all others are judged. It's engineered to do all jobs, and to do them better . . . to provide superior performance and outstanding economy on all vehicles under all conditions. Packard automotive cable permits complete wiring standardization . . . is used as original equipment on more cars, trucks and buses than any other make. For highest quality, for more miles per replacement, stock Packard automotive cable . . . the long-lasting cable that outranks all the rest!

PACKARD CABLE—
Tops for Every Requirement

LOW TENSION CABLE—The new and improved Packard low tension cable gives definitely superior performance . . . is tougher . . . lasts longer—at no increase in price.

HIGH TENSION CABLE—Packard's Four-Forty and Lac-Kard, high tension cables, are known for dependable performance on every make and model vehicle in every type of service. Available in spools and sets.

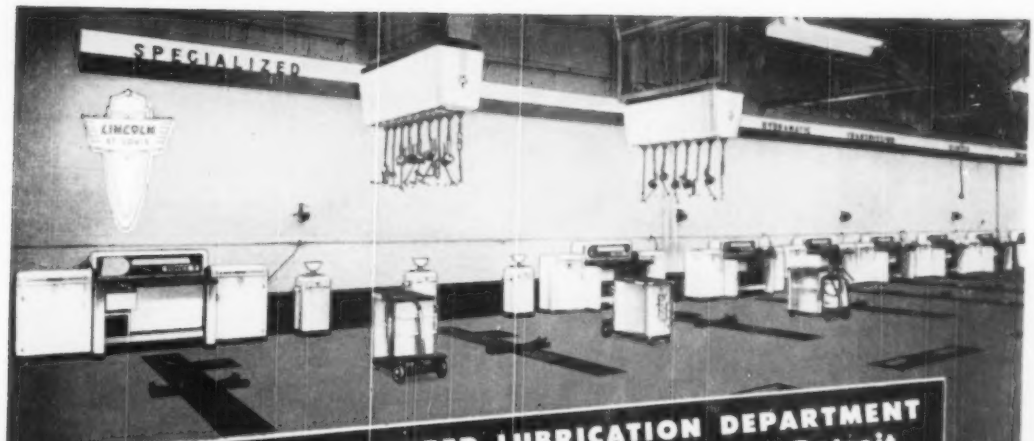
BATTERY CABLES—Packard full-size battery cables assure fast cranking and quick starts, together with long life. They are available with your choice of the LeadAlloy terminal or the leaded brass terminal.

Packard

TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING



Lincoln EQUIPPED LUBRICATION DEPARTMENT at Wagner Oldsmobile, Inc., Detroit Builds Business for Other Departments... Gets More Conscientious Work From Service Personnel

"CUSTOMERS tell us that our Lincoln equipped Lubrication and Departmentalized Service Departments are a joy to behold and assure them of fast, efficient and competent service. This reaction inspires our Service personnel to more conscientious work.

"Lubrication service is one of the most important, as it permits our skilled lubrication men to completely inspect each car and detect trouble before it occurs, thus safeguarding the customer and providing additional work for other departments.

"We naturally chose Lincoln equipment for our new building because of its outstanding appearance, its proven performance in many years of use at our former location, and the speedy, efficient service which Lincoln has always given."

A. P. Wagner, President
Wagner Oldsmobile, Inc., Detroit

INCREASE YOUR BUSINESS WITH

Lincoln
Styl Engineered
LUBRICATION EQUIPMENT

builds CUSTOMER CONFIDENCE because of advanced styling. Customers see you're equipped to do expert lubrication.

assures FAST, EASY OPERATION because of tested functional engineering. There's no lost time to cut your profit.

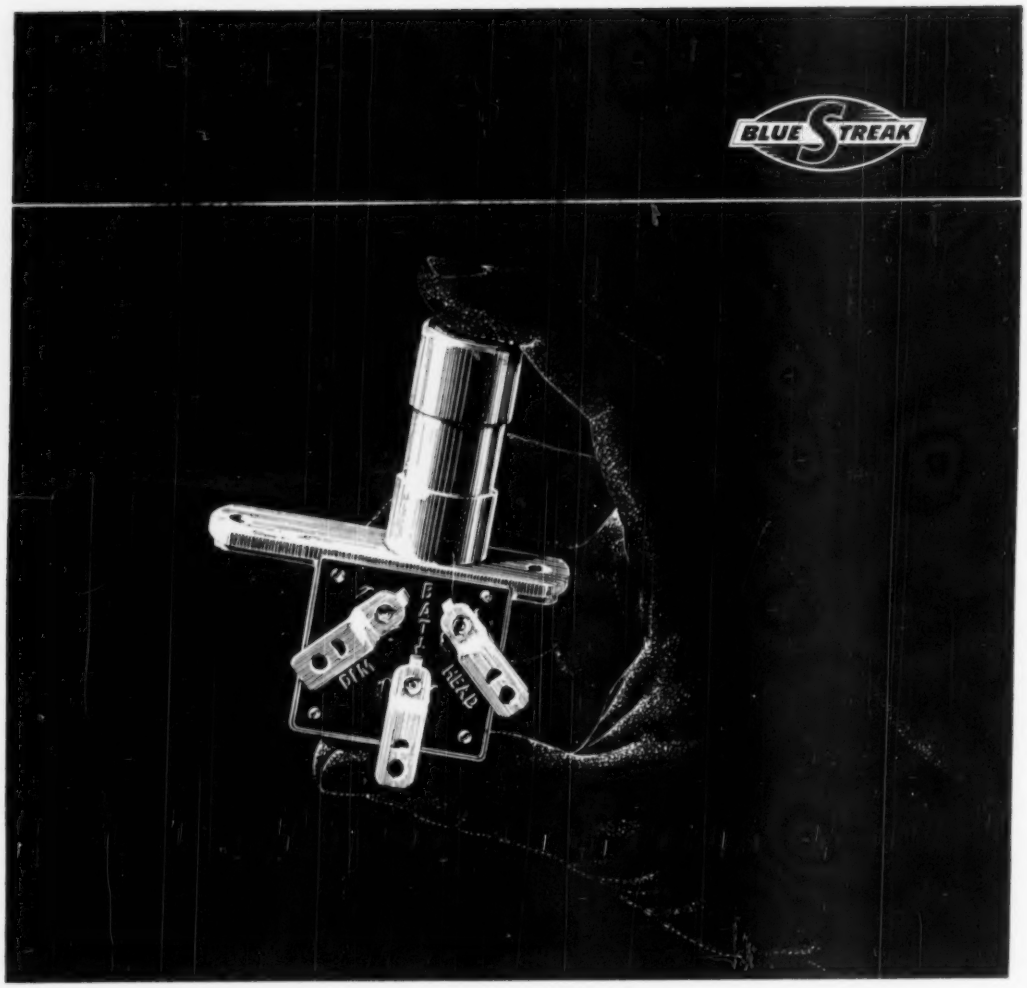
provides TROUBLE-FREE SERVICE because of pretested construction. Quality built, inside and out.

insures GUARANTEED, DEPENDABLE PERFORMANCE. Proved by more than 25 years' experience.

For more information
on Lincoln Business Building Lubricating Equipment, ask Your Lincoln Wholesaler or Write for Brochure "Stylengineered Lubrication Departments"

LINCOLN ENGINEERING COMPANY
5708 Natural Bridge Avenue St. Louis 20, Mo.

• • • PIONEER BUILDERS
LINCOLN
LUBRICATING EQUIPMENT • • •



THIS DIMMER SWITCH DOESN'T NEED GALOSHES

Down below the floor boards where dimmer switches sit, they take frequent duckings in mud puddles and slush. For some switches, this kind of exposure is like flirting with the angels — but the Blue Streak dimmer switch takes it in its stride.

Sealed clam-tight against water and moisture, there isn't much in the way of ordinary day-in, day-out service that can rattle this fellow. The fact is, in a laboratory test, it stood up for what amounts to 14 years of constant service. That's one long useful life for a dimmer switch. Naturally, this Blue Streak switch built for such hard wear costs a bit more, but it's worth a lot more to your reputation. Call your jobber for a supply the next time you order.

better your business... ***buy Blue Streak***

STANDARD MOTOR PRODUCTS, INC. LONG ISLAND CITY 1, NEW YORK

why gamble on gadgets

RUST MASTER products are

SURE TO SELL...

Why stock your shelves with slow-movers? Why take a chance on trick gadgets and "cure-alls" that cost both you and your customers worry and money?

Rust Master automotive chemicals are *proven*. They give peak performance in *every* car — *every* time. They're backed by years of successful experience and millions of satisfied customers.

So put your money on a sure winner. Sell Rust Master with confidence and without unnecessary gadgets. You're *sure* to be ahead in sales, profits, repeat business.

Rely on Reliable Rust Master Products— Your Profits Do!

RUST MASTER — *Dissolves rust and scale — cleans and protects entire cooling system against new formations for one year; ideal water pump lubricant and cold weather conditioner.*

SIX MASTER — *The perfect chemical pep-up and tune-up. Dissolves carbon-sludge and gum, thus increasing power and pick-up. Saves on battery and gas and oil consumption. Excellent crank-case anti-freeze.*

LEAK MASTER — *New improved patented Stop Leak. Harmless to all metal or rubber. Retards rust and improves water circulation.*

NO FUSS • NO MUSS
JUST POUR • NO MORE

HIRSIG

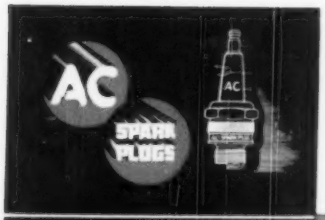
PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

For Customer Satisfaction
AC
QUALITY
PRODUCTS

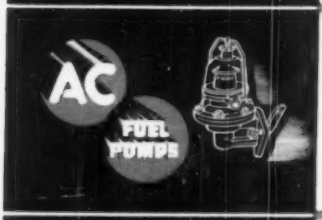


AC SPARK PLUGS *with Patented CORALOX Insulator*

The most important engineering accomplishment since AC developed the one-piece plug. Sharply reduce fouling—misfiring—failure due to heat shock—and oxide coating. Already original equipment in almost as many cars as all other makes combined. Instantly accepted, everywhere.

AC OIL FILTERS and ELEMENTS *"Dirt-Proof" Engine Oil*

Extremely efficient elements for nearly every make of filter. Complete filters for every engine. Factory-installed accessory on Buick, Oldsmobile, GMC Truck, and Detroit Diesel—approved for field installation on Cadillac and Chevrolet.



AC FUEL PUMPS—*"Heart" of the Fuel System*

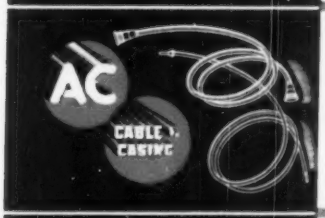
Equipment on nearly every car and gasoline-powered truck built since 1933, and America's most popular replacement items. "Top volume" sellers for preventive maintenance—easily sold—pay a very fine profit.

AC GASOLINE STRAINERS

Attractively packaged with necessary fittings for easy installation. Readily sold as a preventive service item. Many dealers install them when replacing fuel pumps.

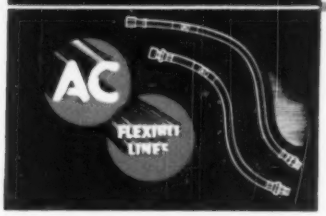
AC AIR CLEANERS and ELEMENTS

Over half the cars in use were originally equipped with AC Air Cleaners. Replacement of renewal elements (oil wetted mesh, as well as oil bath types) is a profitable business, assuring *all* the benefits of air cleaner protection. Heavy duty, oil bath, complete cleaners also available.



AC SPEEDOMETER CABLE and CASING

Standard equipment on one out of two cars. Only nine packaged Cable-Casing Assemblies give replacement coverage of the *thirteen* most popular makes of cars and trucks. Bulk cable and casing, with parts, also available. AC Cable Lubricant assures longer life, quieter operation, for any make of cable.



AC FLEXIBLE GASOLINE and OIL LINES

Assortment available with attractive Wall Merchandiser. Make-up Kit, complete with hose and assortment of fittings, also available.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

Valve Servicing on '49 Lincoln

THESE SPECIAL, NEW

K-D No. 930 Valve Spring Compressor

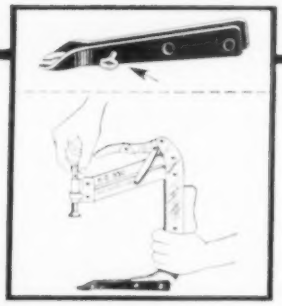
For raising valve springs and removing keepers on '49 Lincoln and big Ford Truck. Also for assembling valves on Ford, Mercury V-8's. Sturdy. One-man operated.

K-D No. 935 Valve Spring Compressor

For removing valve springs on '49 Lincoln, big Ford Truck. **Must be used with No. 930.** Fast, safe. One-man operation.

K-D No. 608 Valve Keeper Inserter

Built especially to handle split keepers on '49 Ford-built motors. Absolutely necessary to do the job. Light. Self-supporting on valve stem.



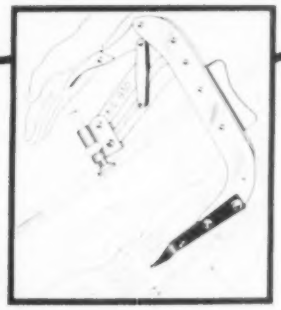
1 Adjust jaws of No. 930 Compressor with wing screw to fit valve spring. Next—adjust plunger screw to **line marked 150 h.p.** Compressor is now ready for use in raising spring and removing split keepers.

4 Valve removed, slide spring down, cocking lower end **toward you** until the inner edge of the lower retainer rests on the top of the tappet. Bear down to compress the small hydraulic tappet spring, and at the same time pull toward you, gently, to slide spring out. With this compressor the job is made easy. To replace the spring, reverse the foregoing operation.

K-D MANUFACTURING COMPANY

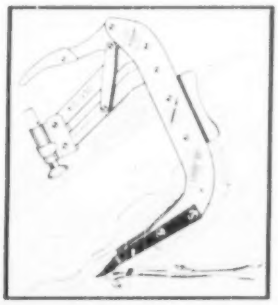
and Big Ford Truck is a cinch!

K-D TOOLS MAKE THE JOB EASY!

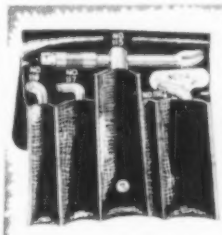


2 Raise operating handle. Place compressor on motor. Pushing operating handle down raises spring. Automatic, safety over-center lock permits full use of both hands when spring is raised. Keepers removed, raise operating handle to remove compressor. Proceed to next spring. Do **not** disturb plunger bar setting.

3 Place upper jaw of **935 Compressor** in position between cylinder casting and upper valve spring retainer; lower jaws beneath lower spring retainer. Compress spring by moving operating handle down until it locks in position. **Important**—hold compressed spring **up** against cylinder casting. Before removing valve **be sure** that tappet is not stuck in the lower spring retainer. Remove valve. If the tappet is not clear of retainer, spring cannot be removed!



5 Replace spring and valve in motor. Raise spring again with K-D 930 Compressor. Install keepers on valve stem with the self supporting K-D 608 Inserter. Raise operating handle of compressor, allowing spring to descend into place. Note: The 608 Inserter services '49 Lincolns and 150 h.p. Ford Trucks to engine # 8EQ-27993. For truck engines using free-type valves replace keepers with K-D 609 Magnetic Inserter.



New Ignition Kit!

No. 120 pocket size kit for Autolite, Delco, and Ford Distributors and voltage regulators. A complete set of unique tools that make ignition servicing quick, accurate.

K-D® TOOLS

At Jobbers Everywhere

LANCASTER, PA., HAMILTON, ONT.

pre-season

FREE GOODS DEAL

You get these 4 cans free - worth $5.00...with every case you buy

For pre-season buying you get an extra profit bonus of $5.00 in every case of Plastic Gloss. It's the four free cans that do it ! This pre-season deal expires February 28, 1950. Better order from your Jobber now !

YOU MAKE UP TO 133⅓% PROFIT

Stock this extra-big-demand polish for the extra-big-profits. Display it ! Talk it ! Push it ! Every motorist is your prospect ! The more cases you buy the more you'll sell — the more you will multiply your profits !

Plastic Gloss is the perfected, extra-plus-profit-maker, for polishing automobiles. Cleans and polishes in one easy operation. So amazingly effective your customers will tolerate no substitutes of any kind.

No Hard Rubbing Just a gentle back and forth movement—that's all. Loosens and removes grime and road film almost instantly. Restores original glistening beauty.

The Hard Dry Finish Reduces pick-up of dirt and grease—resists corrosion. Works magic on any finish—paint, lacquer, baked or synthetic enamel. Gets the repeat business.

Pre-Season Deal Positively Expires Feb. 28, 1950

WHICH PROFIT MAKING DEAL FOR YOU? ORDER FROM YOUR JOBBER NOW

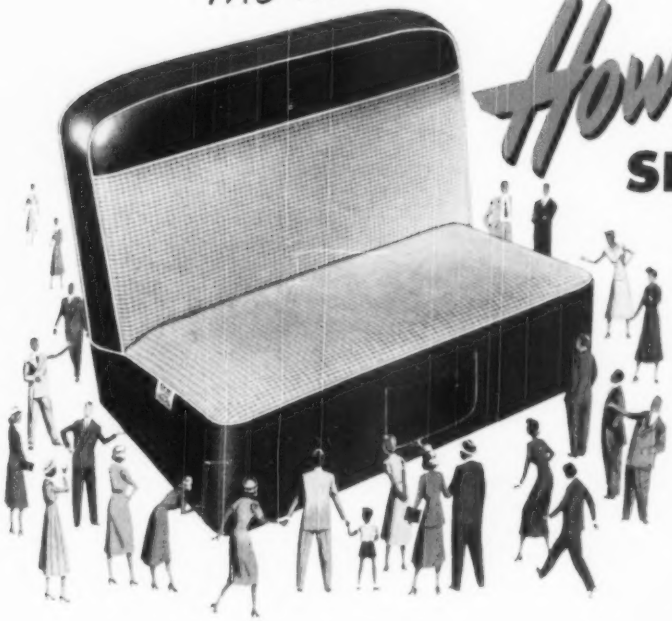
	List	Your Cost	Your Profit
Special Deal No. 1			
Regular case — 24 pints	$ 30.00	$18.00	$ 12.00
SPECIAL CASE—24 pints plus 4 pints FREE	$ 35.00	$18.00	**$17.00**
Special Deal No. 2			
3 Regular Cases — 72 pints	$ 90.00	$48.60	$ 41.40
3 SPECIAL CASES—72 pints plus 12 pints FREE	$105.00	$48.60	**$56.40**
Special Deal No. 3			
6 Regular Cases — 144 pints	$180.00	$90.00	$ 90.00
6 SPECIAL CASES—144 pints plus 24 pints FREE	$210.00	$90.00	**$120.00**

BUFFALO PLASTIC FINISH CO., INC. 152-154 OAK ST. BUFFALO 3, N. Y.

More and more dealers are selling the new 1950 line of

Howard Zink

SEAT COVERS



And no wonder! For once again Howard Zink has created a terrific series of fabrics and patterns in a range of prices which will enable dealers to fill the needs of every buyer . . . at a handsome profit!

It is no accident that Howard Zink is the world's largest manufacturer of automobile seat covers. The fine tailoring, precise fit, enduring quality and brilliant beauty of Howard Zink seat covers make them the first choice of millions.

Consider the cover illustrated. It is tailored from LUMITE, the exciting new seat cover material that is woven from marvelous SARAN. Other Howard Zink seat covers are tailored from shimmering rayon fabrics and smooth plastic-coated fibres such as SUPERFINE TEXTILENE SUNSURE.

No wonder more and more dealers are selling Howard Zink seat covers. What about you? Want to know more about the Howard Zink 1950 program for dealers? Just write us.

PLASTIC FABRICS
Beautiful colors in both bold and neat patterns are available in **Lumite** woven from **saran.**

RAYON CLOTHS
Their lustrous satin-like beauty is offered in three most wanted solid colors: maroon, blue and green.

PLASTIC COATED FIBRE FABRICS
Such famous materials as **Superfine Textilene Sunsure** are available in various colorful patterns.

Howard Zink

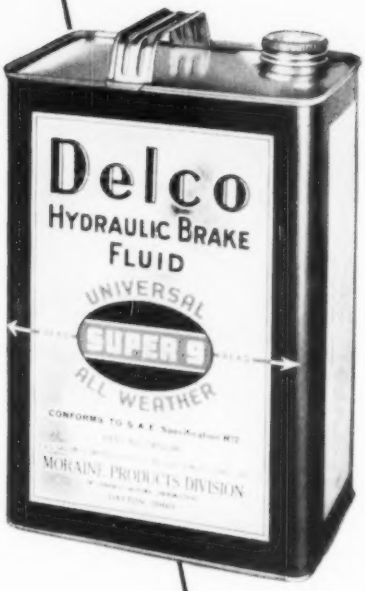
THE HOWARD ZINK CORPORATION
FREMONT, OHIO
Passaic, N. J. • Long Beach, Calif. • Charleston, Miss.

World's largest manufacturer of auto seat covers

Safety Sam Says—

ALL BRAKE FLUIDS ARE NOT ALIKE

SELL ONLY SAFE BRAKE FLUIDS!



As one of the country's largest manufacturers of chemicals puts it—

> "Some brake fluids are as much of a fraud as a $500 engagement ring of glittering paste—and much more dangerous!"

In servicing the brakes on your customers' cars, you will be giving a *safety service* as well as a brake service if you refill the cylinder with a fluid which meets the standard set by the Society of Automotive Engineers (SAE).

You are perfectly safe in recommending Delco Super 9 (for regular or "moderate" duty) and Delco Super 11 (for heavy duty) because these fluids even *exceed* the SAE specifications.

To your customers, you are the expert. They'll gladly pay the few extra pennies it costs *to be safe.*

UNITED SERVICE MOTORS

DELCO BRAKE—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Delco SUPER 9 AND SUPER 11 BRAKE FLUID • DECLENE • BRAKE PARTS
STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT

MORAINE PRODUCTS DIVISION OF **GENERAL MOTORS**

Profit Faster with Much Less Work

Painting Cars the M-S Way!

Paint more cars faster the profit-boosting way with ready-mixed Martin-Senour finishes. Every job is *right* the first time because M-S finishes are factory-matched to the car-maker's specifications, then factory-packaged for positive color control! Simply check the car's color, make and model in your M-S catalog. Then order from your N.A.P.A. jobber.

Only M-S *Hi-Solids Lacquers and Synthol Enamels* Give You All 8!

1. Higher painting profits!
2. Exact color match to car-maker's specifications!
3. Top quality, top durability, top beauty!
4. No time wasted mixing or matching!
5. Patented pour-top can prevents waste!
6. No come-backs, no headaches!
7. Easier to handle . . . jobs out on time!
8. Available everywhere! Call your N.A.P.A. jobber!

SPECIAL PROFIT PACKAGE!

M-S "Ultra Jet" black lacquer

Top-quality jet black lacquer for all-over or spot-repair jobs. Unusual building and covering qualities save time and money on every job. Dries with fine natural lustre. Compounds easily to high polished surface. Ask for M-S No. 6069.

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging

is the only Positive Control from Factory to Finisher

Picture of 2 Men
This man SELLS PERFECT WHEEL WEIGHTS
This man BUYS PERFECT WHEEL WEIGHTS
PERFECT
TRADE MARK
240
THE WHEEL WEIGHT That Lives Up To Its Name
PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO, IND. P.O. Box 706
Manufacturers of Wheel Weights for Trucks and Passenger Cars

WHY PAY $200 TO $300 PREMIUM?

KRW AIR COMPRESSORS

give you

HIGHEST QUALITY AT LOWEST COST!

For better than 35 years, the KRW Factory to user policy has saved millions of dollars for our customers. KRW Air Compressors are excellent examples of how this money-saving policy pays off in savings to users. KRW Compressors are designed and built by experts. Every feature which can contribute to maximum efficiency and long life has been "built in." We know from practical experience what is required of an air compressor in the modern service department or service station. All KRW Compressors are built for high pressure and hard work. The four models in the KRW line range in capacity from 9.75 to 38.3 cubic feet per minute displacement. Write for detailed specifications and prices of models not described.

ILLUSTRATED is the KRW No. 839 Two-Stage Air Compressor equipped with 10 H. P. Motor; 38.3 cu. ft. Displacement; 875 R. P. M. compressor speed . . . .

$685.00
F.O.B. ARCADE, N.Y.

NOT ILLUSTRATED, No. 839A Two-Stage equipped with 7½ H. P. motor; 28.1 cu. ft. Displacement; 650 R. P. M. compressor speed. **Price $654.00. F.O.B. Arcade, N.Y.**

KRW TWO-STAGE COMPRESSOR FEATURES

CYLINDERS cast enbloc of nickel chrome alloy iron. CRANKSHAFTS drop-forged with integral counterweights, with Timken roller bearings and LYNITE CONNECTING RODS. PISTONS are light weight, semi-steel with 3 compression and one oil ring. CONSTANT LEVEL OILING SYSTEM VALVES are plate type, easily removed. Crankcase equipped with AUTOMATIC AIR BREATHER. Combination FILTER and AIR CLEANER. A patented feature, LOADLESS STARTING . . . a tamper-proof automatic device that unloads the compressor when it stops. PRESSURE CONTROL SWITCH combined with THERMAL RELAY protects motor against overload and undervoltage.

MAIL THIS COUPON

K. R. WILSON, 215 Main St., Buffalo 3, N. Y.
Please send me information on:

☐ 2 H. P. ☐ 5 H. P. ☐ 7½ H. P.
☐ 10 H. P. Air Compressors.

Name _____

Address _____

City and Zone _____ *State* _____

30

K·R·WILSON WORLD'S LARGEST MANUFACTURER OF GARAGE TOOLS AND EQUIPMENT
215 MAIN STREET . . . BUFFALO 3, N. Y.

Keep it Quiet! Keep it Tight!

with

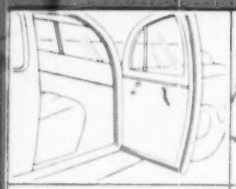
"Like you said Lem, Dor-Tite sure keeps a car quiet!"

DURKEE ATWOOD

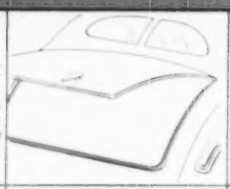
DOR-TITE

THE ORIGINAL ALL-PURPOSE SPONGE-RUBBER STRIP WITH PATENTED NO-STRETCH FABRIC BACK

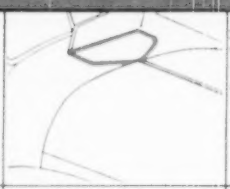
Licensed under U.S. Letters Patent No's. 1,868,080 and 1,960,137



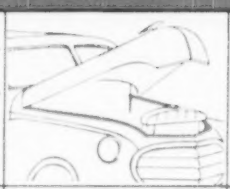
CAR DOORS — Replace worn weatherstrip with Dor-Tite. Doors will close quietly, fit tightly. Stops rattles and drafts, keeps out dust.



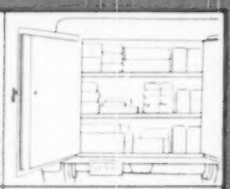
CAR TRUNKS — Seal your trunk against water and dust. Replace leaky, worn rubber strip with Dor-Tite. There's a size to fit perfectly.



VENTILATORS — Replace leaky cowl gaskets with Dor-Tite. No glue necessary. Dor-Tite's adhesive back sticks quick stays stuck!



HOOD GASKETS — A cushioning strip of Dor-Tite placed all around where the hood makes metal-to-metal contacts, stops rattles, squeaks.



TRUCK BODIES — Dor-Tite on doors of panel trucks protects merchandise from dust and drafts. Dor-Tite seals refrigerated trailer doors.

MULTIPLY DOR-TITE SALES with this colorful enameled-steel merchandiser on your counter. Complete with 48 packages of the six fastest-selling Dor-Tite sizes. Ask your jobber or write us.

DOR-TITE
IS ANOTHER PRODUCT OF THE
DURKEE-ATWOOD
COMPANY
MINNEAPOLIS 13, MINNESOTA
MANUFACTURERS OF 41 AUTOMOTIVE RUBBER AND CHEMICAL PRODUCTS

The KNOWN Line...The PREFERRED Line
The DEMAND Line in ENGINE BEARINGS!

Millions Sold Every Month

Because *mechanics prefer them* and car, truck, bus and tractor *owners prefer them*, Federal-Mogul engine bearings are bought by the millions every month for engine reconditioning. Only in the Federal-Mogul red and black box—the sign of top quality—can you get *all* of your engine bearing requirements—connecting rod, main and camshaft bearings, bushings, re-manufactured rods, shims and bolts and nuts, for this year's model or an old-timer. They are the bearings you install with confidence and they are the owner's assurance of complete operating satisfaction!

FEDERAL-MOGUL SERVICE • DETROIT 13, MICHIGAN

(Division of Federal-Mogul Corporation)

Ask Your Federal-Mogul Jobber!

The Complete Line—More than 7,000 Items:

Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Exchange • Reconditioned Connecting Rods • Rebabbitted Connecting Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Bearing Metals • Laminated Shims.

THE COMPLETE ENGINE FEDERAL Mogul BEARING SERVICE

COMING OR GOING...

AGAIN THIS YEAR THE

No other Agreement can match the

DODGE · PLYMOUTH ·

SMARTER THAN EVER...

BIG VALUE IS DODGE!

Dodge TRIPLE PROFIT Opportunity...

DODGE *"Job-Rated"* TRUCKS

Dodge • Division of Chrysler Corporation • 7900 Jos. Campau, Detroit 11, Mich.

only ONE wheel balancer Checks OK on ALL TEN!

...that's why Shop Operators Prefer "BEAR" 2 to 1

THE MORE YOU COMPARE—THE SURER IT'S "BEAR"! Only "Bear", first in its field, can afford to invite such comparison. Because we know that when you have gotten all the facts for yourself—checked personally the ten essentials that are a MUST for Correct Wheel Balancing and Bigger Profits, you will see with your own eyes the "Bear" and "Bear" alone, has ALL TEN. That's why, in Balancing, "Bear" is "The Buy". See your "Bear" Jobber Salesman today or write, "Bear" Mfg. Co., Dept. S-1, Rock Island, Ill.

"BEAR"

Dy-Namic 33 Balancer

Balances wheels at **ALL speeds.**

Checks both Static and Dy-Namic Un-balance in **ONE operation.**

Gets the wheels off which means more and bigger **service** and **part sales** for you.

Easiest to operate.

Fastest in operation.

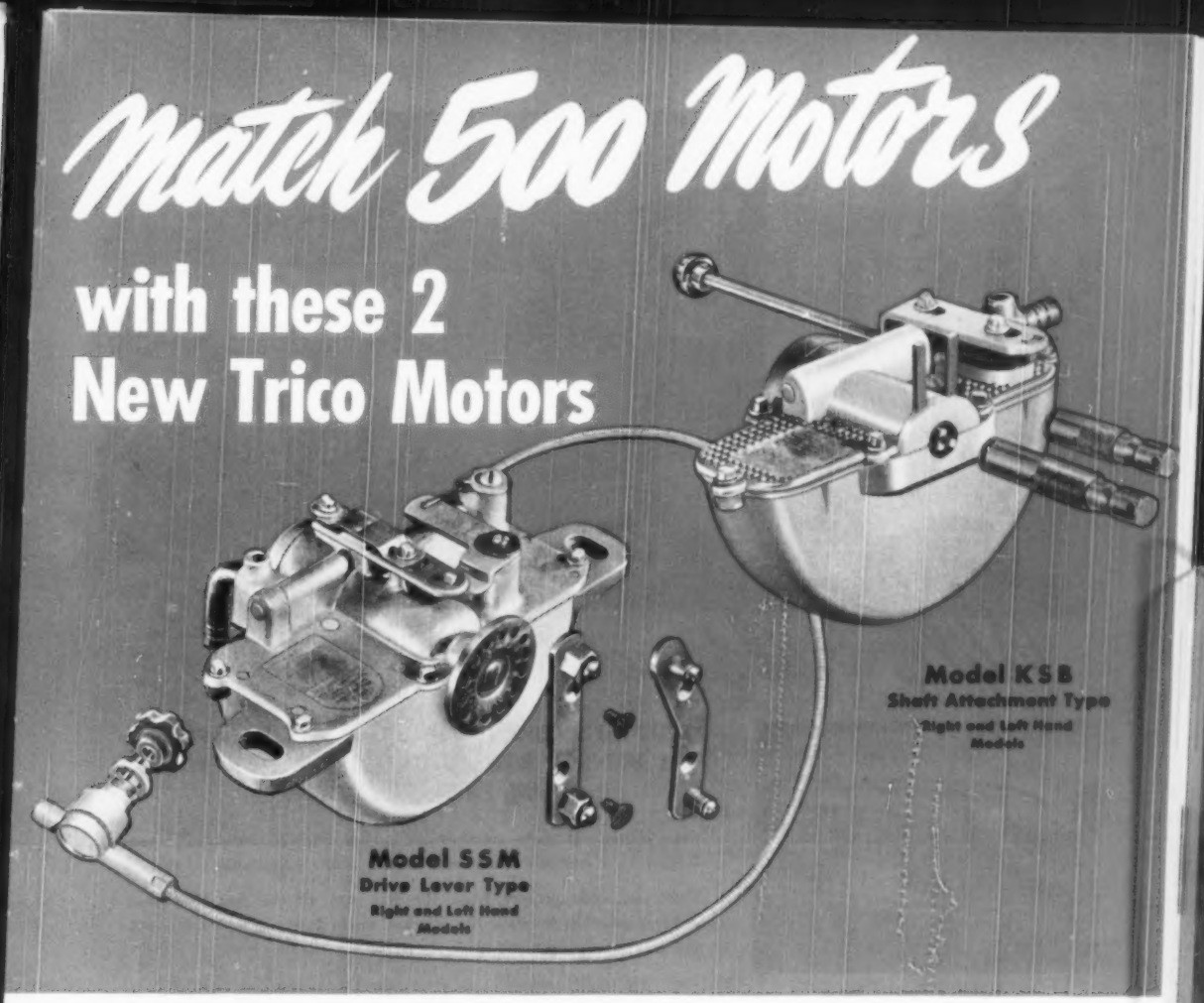
Really spins the wheel.

Tests and **corrects** wheels in **normal driving position.**

Dramatic "Spark" Indicator enables car owner to **see for himself.**

Electrically indicates the **exact location** and **amount** of Static and Dy-Namic Un-balance.

ALL THIS, PLUS The "Bear" Sign Nationally Advertised in The POST



...they fit millions of cars dating back to 1932

To enable dealers everywhere to service the tens of millions of Trico-equipped cars now approaching "old age," Trico has developed these two new Universal-Interchangeable Windshield Wiper Motors.

With them...plus a kit of assorted shafts and drive levers...you can match over 500 Motor models dating back to 1932, all originally built by Trico.

Trico Wholesalers carry complete stocks of replacement Linkages, Blades and Arms and will also continue to supply replacement Motors in original equipment styles.

Ask your Wholesaler to show you the Universal-Interchangeable initial stock assortment.

TRICO PRODUCTS CORPORATION, BUFFALO 3, N. Y.

TRICO **WINDSHIELD WIPERS**

Copyright 1949, Trico Products Corporation, Buffalo, N. Y.

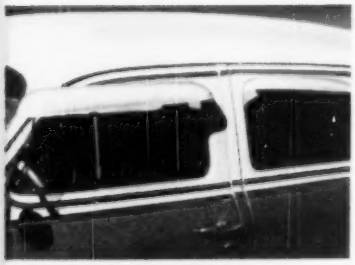
Viso

★

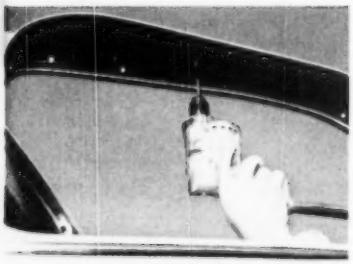
PLASTIC CAR DOOR AWNINGS

SEE OUR BOOTH 276 AT THE A.A.M.A.

Will build your sales volume



Styles available for 1941 thru 1950 models.



Easily installed with drill and a few tiny self-tapping screws.

STYLED TO SPECIFIC CAR MODELS —— DURABLE PLASTIC WILL NOT ROT, RUST OR FLUTTER —— PROTECT FROM SUN, RAIN, CAR FOGGING.

Viso plastic car door awnings are custom-molded to specific car designs . . . Actually contribute to the auto's appearance.

They not only protect from the hot rays of the sun, but also make it possible to crack the window open during rain, snow, sleet and drizzle—keeping the air fresh and the windows clear.

They are easily installed, as shown in the picture at the left, by any shop-man using regular tools at hand.

Acceptance and durability have been proved by thousands in use for the past three years. Made in two materials: opaque green Rovalite (which may be lacquered to the car's finish); and transparent green or blue Plexiglas*. Popularly priced—average set of four, $15.50; average 2-door set, $9.00.

Each set is boxed and clearly labeled as to cars it will fit. Large inventory not necessary as a few sets include wide interchangeability of models.

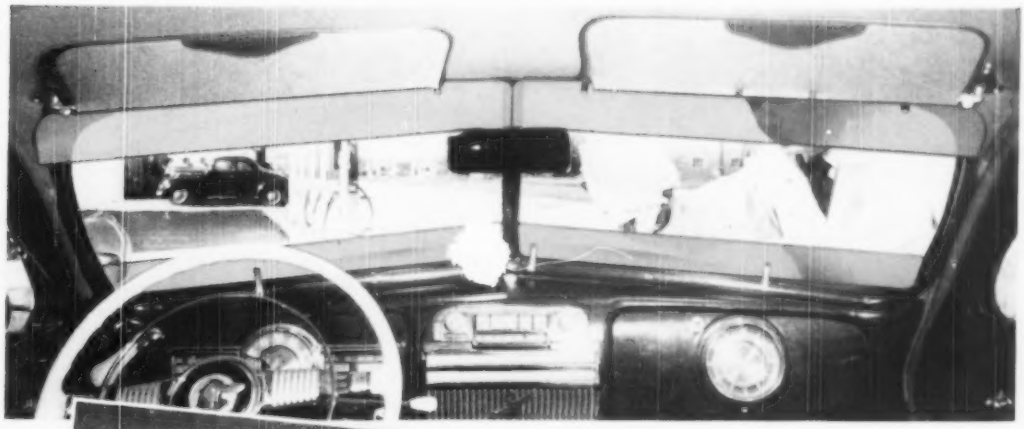
ORDER NOW! Full dealer discount allowed on sample order. Specify car model, make, body style, year. Write for Numbers — Price Sheet.

* At slightly higher prices

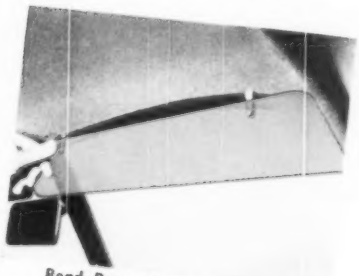
MAGIC CIRCLE MFG. CORP.

MAGIC CIRCLE MANUFACTURING CORP.
6224 E. ADMIRAL PL., TULSA 5, OKLAHOMA
Manufacturers of the Viso Plastic Car Door Awning

A QUICK TURNOVER ITEM!



Insert Prongs Behind Molding



Bend Down Snug to Molding, Tighten Screws

Dealer shipping package: Six pairs, wt. 5 lbs. Dealer discount 40%. Distributor shipping carton contains eight dealer packages (48 pairs). Freight allowed on 96 pairs.

INSIDE

WINDSHIELD VISORS

ATTRACTIVE——USEFUL——SHADES, CUTS GLARE——EASILY ATTACHED——QUICK-SALE PACKAGE ITEM

Here's a low-inventory, fast-selling item to add to your accessory volume. Plexiglas visors fit above and below line of vision on windshield, do the work of expensive outside visors, plus full vision, overhead traffic lights easily distinguished. Customer can attach. They sell in packaged pairs at only $4.95 per pair, complete with fasteners and will build your volume with little added effort. Made of durable "smoky green" Plexiglas. Fasten with two flexible metal straps which slip harmlessly over windshield molding. Smartly and attractively made. Fit all cars, trucks, convertibles, station wagons and boats.

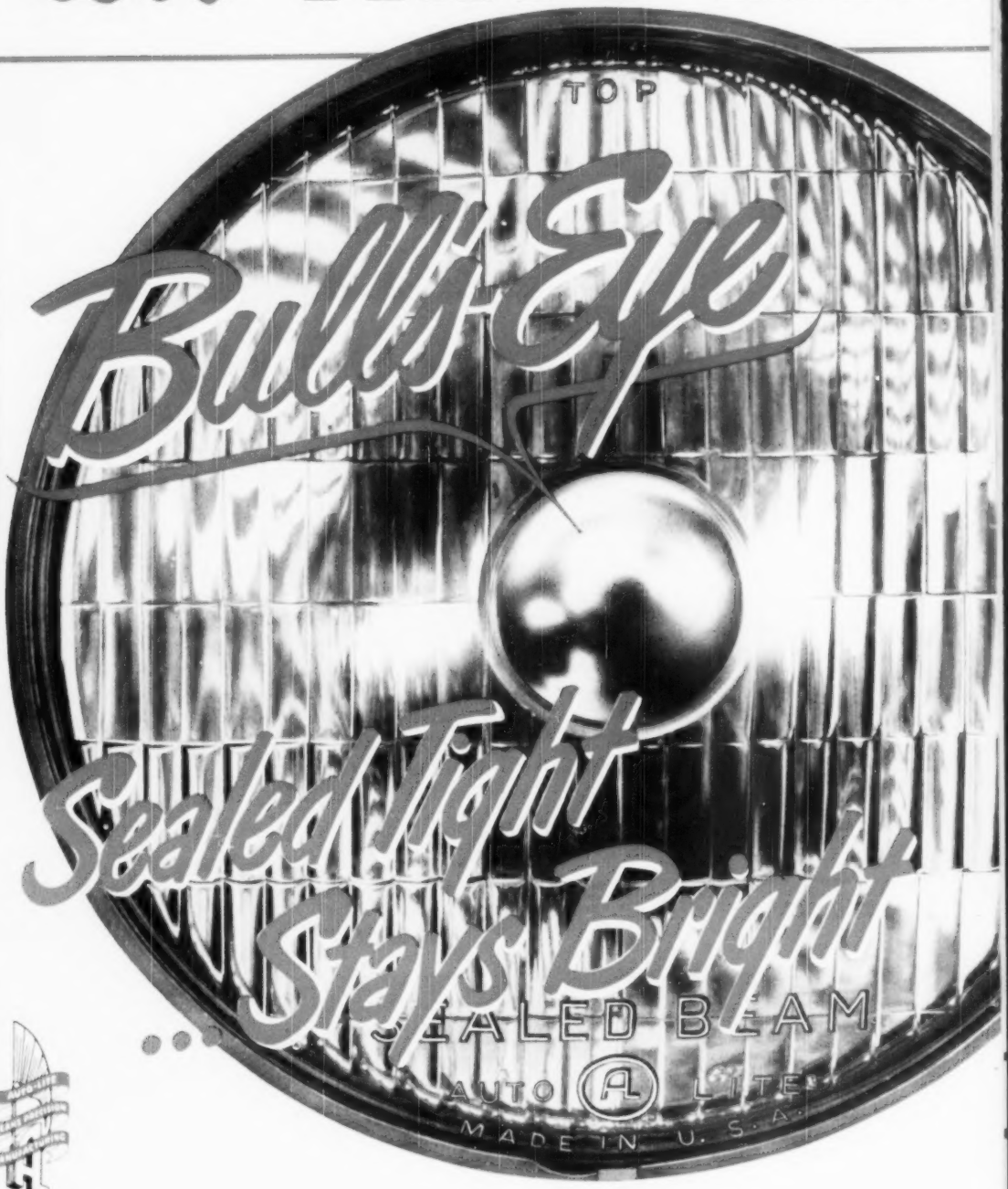
Take on this profitable line now; other volume-building items will follow. Building your business is our business.

SEE US AT THE A.A.M.A., BOOTH 276

MAGIC CIRCLE MFG. CORP.

MAGIC CIRCLE MANUFACTURING CORP.
6224 E. ADMIRAL PL., TULSA 5, OKLAHOMA
Manufacturers of the Viso Plastic Car Door Awning

New AUTO-LITE



LAMP PUTS MORE LIGHT ON THE ROAD!

THAN EVER BEFORE IN AUTO-LITE HISTORY

No Other Sealed Beam Unit Gives a Brighter, Whiter Light

Concentrates the Direct Light into the Main Driving Beam

THE NEW Auto-Lite Bull's-Eye Lamp actually picks up and concentrates stray light and adds it to the main driving beam. This adds to the intensity of the driving beam for greater visibility at night, helps promote greater safety on the highway. No wonder dealers acclaim this new Auto-Lite Bull's-Eye Lamp as a welcome new volume opportunity. Remember, it's backed by Auto-Lite, the best advertised name in the automotive parts field and is standard equipment on leading cars. Ask your distributor or write to

THE ELECTRIC AUTO-LITE COMPANY

Toronto, Ontario — *Merchandising Division* — Toledo 1, Ohio

DIFFERENT BECAUSE...

This new Bull's-Eye development combines the maximum down-the-road lighting with the added safety of a lamp that operates even when lens is cracked or broken.

- ***Puts more light down the highway.***
- ***Improved sealing keeps out moisture and dust.***
- ***Aluminized reflectors produce whiter, brighter reflected light.***
- ***Functions even when lens is cracked or broken.***
- ***Replaces sealed beam units on all cars.***

LIQUID HONING, one of the exclusive features of Michigan Hi-Therm Bearings, assures perfect fit of the back or foundation contact. This prevents distortion or flexing . . . provides uniform running clearance . . . and enables the bearings to disperse heat over the entire bearing foundation.

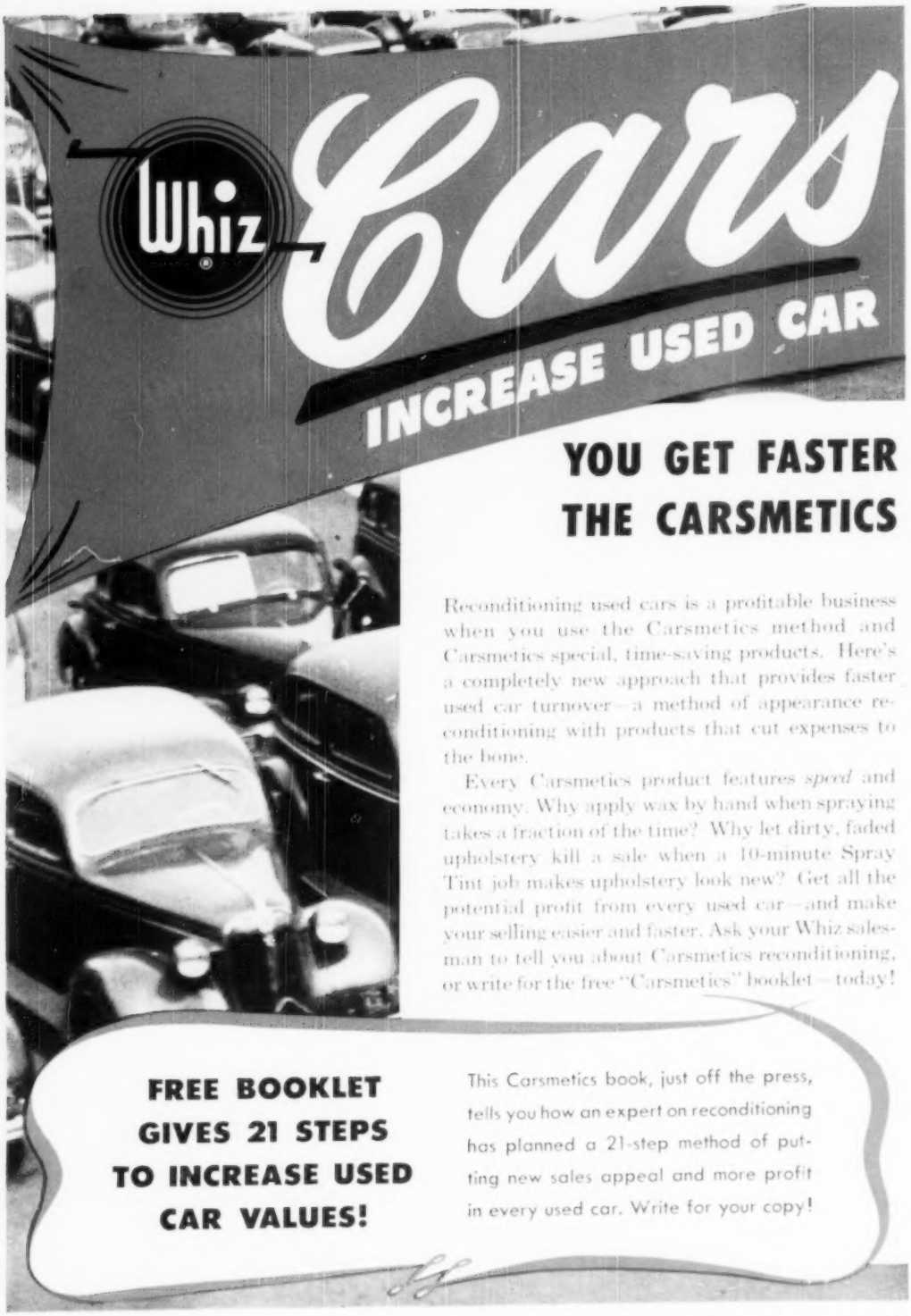
MICHIGAN HI-THERM ENGINE BEARINGS are easier to install . . . easier to adjust . . . eliminate local "hot spots" that eventually burn out ordinary bearings . . . and mean more profit *on any bearing job!*

Write today for further information to

DETROIT ALUMINUM & BRASS
CORPORATION
DETROIT, MICHIGAN, U.S.A.

Manufacturers of Precision Engine Bearings for America's Finest Motors Since 1925

ACT 50
America's
Longest-Running
Hit!
For a half century now, automobile shows have been more than product displays.
In a sense you run one of your own—in your showroom—and you know they are top attractions for the public.
In our show this year we have tried to outdo the past. The title itself holds this promise—General Motors Midcentury Motorama.
Top billing goes to the sparkling new 1950 cars—all with truly automatic transmissions—high-compression engines—smart leadership styling.
Beyond all this, however, there are the very special touches needed in a midcentury year. For as a year of summation, it is a time for measuring progress by the achievements of yesterday and today.
So if you can get to the Motorama, you'll also see shows-within-the-show. "Motors and Melodies," for example, a song and dance review of 20th century motoring. And "Pillar of Progress," which traces the growth of GM cars into their present forms.
If you're not close enough for a visit, at least you know that the show will go on—in the showrooms and on the highways of America.
GENERAL MOTORS
MIDCENTURY MOTORAMA
WALDORF-ASTORIA HOTEL—New York
January 19th through January 27th
CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER


Whiz
Cars
INCREASE USED CAR
YOU GET FASTER
THE CARSMETICS
Reconditioning used cars is a profitable business when you use the Carsmetics method and Carsmetics special, time-saving products. Here's a completely new approach that provides faster used car turnover—a method of appearance reconditioning with products that cut expenses to the bone.
Every Carsmetics product features speed and economy. Why apply wax by hand when spraying takes a fraction of the time? Why let dirty, faded upholstery kill a sale when a 10-minute Spray Tint job makes upholstery look new? Get all the potential profit from every used car—and make your selling easier and faster. Ask your Whiz salesman to tell you about Carsmetics reconditioning, or write for the free "Carsmetics" booklet—today!
FREE BOOKLET GIVES 21 STEPS TO INCREASE USED CAR VALUES!
This Carsmetics book, just off the press, tells you how an expert on reconditioning has planned a 21-step method of putting new sales appeal and more profit in every used car. Write for your copy!

TURNOVER PLUS TOP PROFITS WITH APPEARANCE RECONDITIONING PLAN

REPAIR 'EM

CLEAN 'EM

REFINISH 'EM

SELL 'EM

TIME SAVING PERMANENT REPAIRS! Whiz Met-L-it for "cold metal" body and fender repairs. Costs far less than other materials—gives GUARANTEED PERMANENT ADHESION! Body repairs boost profits in used cars! TRIM CEMENT holds loose upholstery and moldings in place.

QUICK CLEANING! Carsmetics DEGREASER, CAR WASH, and PRE-WAX CLEANER take the dirt off a car's exterior in record time. CHROME POLISH and GLASS CLEANER make short work of tarnish and grime. Then you clean and sanitize upholstery with Carsmetics VAC-U-SUDS and SPOT REMOVER.

SPRAY FOR SPEED! Carsmetics SPRAY TINT re-colors faded upholstery. SPRAY WAX coats paint finishes quickly, requires no hard rubbing or buffing. PLASTIC SPRAY COATING renews convertible tops and truck interiors, and TRUNK COATING sprays new lining in trunk interiors. Carsmetics RUBBER DRESSING refinishes and protects tires and floor mats—STEERING WHEEL COATING touches up steering wheel and post. Use CHROME FINISH to paint engine and badly rusted chrome parts; use CHROME REFINISH KIT for mirror-bright re-chrome jobs. NEW CAR ODOR adds final sales appeal.

TOP DOLLAR! Cars reconditioned by the Carsmetics "bumper-to-bumper" method sell fast—with more profit for you!

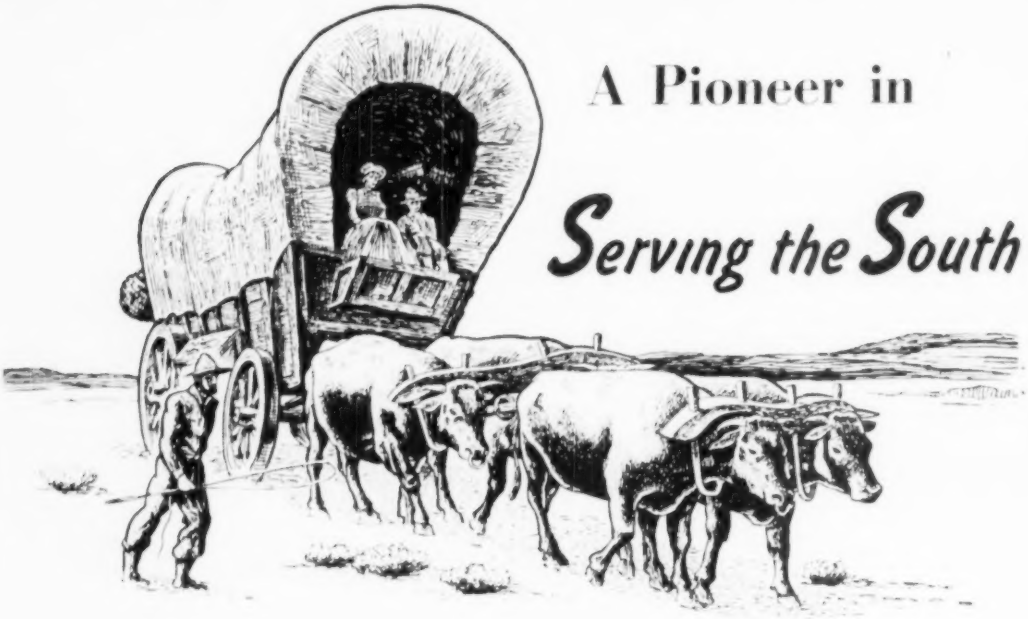
See the Carsmetics line, hear the Carsmetics story. See us at the National Automobile Dealers' Equipment Exhibition, Atlantic City, Booth No. G-110 or at your nearest Regional Automotive Trade Show.

Whiz

PRODUCTS OF Hollingshead LEADER IN MAINTENANCE CHEMICALS

R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey
Canadian Offices Toronto Warehouses Dallas San Francisco Chicago

Federated Mutual...



A Pioneer in

Serving the South

with

COMPLETE Fire and Casualty COVERAGE
for HOME – BUSINESS and CAR

- Federated Mutual has pioneered multiple line coverage for the Southern automotive trade. Now you may enjoy the convenience of complete worry-free protection for your business, home, and car, all in one MUTUAL company. You will enjoy too, substantial savings in the form of dividends.

- Federated Mutual has pioneered in serving today's special insurance needs of the automotive trade. Your Federated representative is a specialist in providing men in your business with the PROPER coverage on FIRE and CASUALTY insurance. He is highly trained in your needs and represents no other company.

- There are Federated Mutual representatives throughout the South ready to give you their skilled, friendly service. Write us for the name of the Federated Representative nearest you!

Federated Mutual

1600 Healey Bldg.
ATLANTA, GEORGIA

Offer Something Extra in Service

Make Something Extra in PROFITS!

Are you looking for new ways to hold old customers, bring in new ones and make *extra profits* while doing it? Sun, the largest maker of service testing equipment in the world, has just what you're looking for.

Here's how it works. When customers or prospects come in, tell them about the new modern equipment you have installed. Explain what it means to them in MONEY SAVED and BETTER CAR PERFORMANCE!

Write TODAY for FREE BULLETINS containing valuable information about these NEW SUN UNITS. With your bulletins will be sent a copy of a 24-page booklet, "DOLLARS FROM DIAGNOSIS", containing business-building ideas you can put to use right now to increase profits.

Offer NEW Sun Generator & Regulator Service!

Here's a new *extra service* that brings *extra profits!* You can now offer complete, accurate test and repair service on all generators and regulators for cars and light trucks. The new Sun Generator and Regulator Tester features startling innovations that speed up and simplify operations so that your present mechanics can master its operation quickly and easily. The new Tester is another Sun precision Instrument especially designed to assure greater accuracy and minimize lost time. See your Sun Man or write TODAY for Free Catalog Sheet.

Offer NEW Sun Speedometer Testing!

Another new *extra service* that customers appreciate and are glad to pay for! A Sun Speedometer Test often solves complaints of low gas and oil mileage, low driving speed, undeserved speeding tickets, etc. You can make quick, accurate tests of speedometers and odometers without removing them from the vehicle. Write TODAY for Free Catalog Sheet.

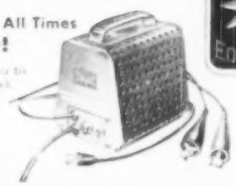
Offer Sun Motor and Distributor Tests

. . . Add Extra Appeal with NEW Sun Background Units!

With the new Sun Test-Before-Repair Procedures, your customers know exactly what work needs to be done *before* they spend a penny for repairs. The two Sun Master Testers, combined with the efficient, eye-appealing Sun Background Units, form the basic equipment for a modern Sun Diagnosis Department. You'll get full details from the new "Dollars from Diagnosis" Booklet!

Offer Dependable, Accurate Service at All Times with the NEW Sun Battery Charger!

The new overnight Sun Battery Charger enables you to keep your shop equipment and stock batteries in peak operating shape at all times. Insure maximum accuracy and dependability from your testing equipment. Write TODAY for Free Catalog Sheet containing complete details.



DIAGNOSIS SUN EQUIPMENT

Sun

ELECTRIC CORPORATION

6311 Avondale Ave., Dept. A • Chicago, Illinois

If your customer is
a **STICKLER** *for power . . .*

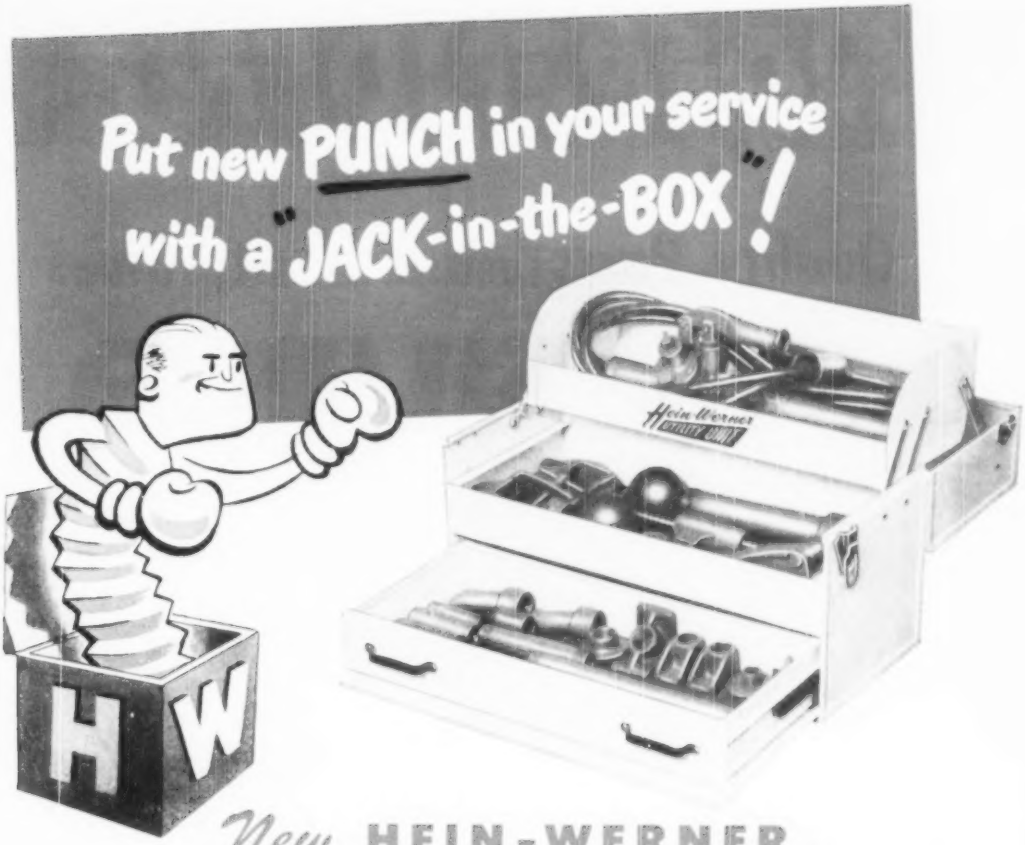
set the timing
to take full advantage . . .

of the high antiknock quality of
"ETHYL" Gasoline . . .

and keep him happy
with you and your service.

ETHYL CORPORATION, New York 17, N. Y.

Products sold under the "ETHYL" trade mark: Antiknock Compounds · Salt Cake · Ethylene Dichloride · Sodium (metallic) · Chlorine (liquid) · Oil Soluble Dye · Benzene hexachloride (technical)



New **HEIN-WERNER**

4 ton "Junior" double-acting push or pull

HYDRAULIC UTILITY UNIT

for body and fender jobs . . . saves time . . . saves mechanics

When the lid of the sturdy steel chest is opened the Utility Unit and attachments pop up into sight—ready for use. It's the handiest tool on the market for fender and body repairing of passenger cars, trucks and buses.

You'll like this combination. It consists of a No. H-800 Remote Control Hydraulic Utility Unit, and No. 7-a Assembly Parts—all for only $108.00 (Western price $113.40). The chest is $29.50 extra (Western price $31.00). This moderate investment "puts you in business."

Model H-800 "Junior" Utility Unit has a PUSH of 4-tons, and a DIRECT PULL of 2-tons. It operates in ALL positions. Positively will not become air bound.

For heavy-duty work Hein-Werner G.A.C. Utility Units of 10 or 20 tons capacity, and a wide variety of attachments, are immediately available. Unsurpassed for repair jobs such as Body Alignment, Frame Work, Box Channel, Fender Straightening, Rear Axle Housing Jobs, Bumper Straightening, Knee Action Adjustments, and Front Axle Straightening.

Hein-Werner HYDRAULIC JACKS

HEIN-WERNER also manufactures Bumper-Lift Hydraulic Jacks for passenger cars, Under-Axle Jacks for trucks and buses . . . Service Jacks for shop use. Ask your jobber or write us for details.

POWER-PLUS PUSH DOUBLE ACTING HYDRAULIC BODY JACKS PULL

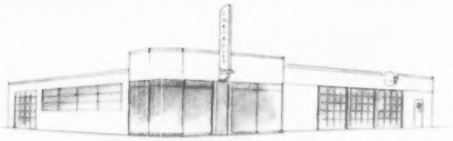
HEIN-WERNER CORPORATION • WAUKESHA, WIS.

INDEPENDENT

Quality Parts and Quantity Sales

Use GENUINE

And buy them at your LOCAL CHEVROLET DEALER'S



Your local Chevrolet dealer stands ready, willing and able to help you with any or all your Chevrolet service problems. He maintains large and balanced stocks of parts to fill your orders quickly and efficiently. And the experience of his staff of trained mechanics is always available to you.

PARTNERS IN SERVICE

FOR YOUR BEST DEAL . . . DEAL

SERVICEMEN...

Go Hand in Hand!

CHEVROLET PARTS

Years of careful research—more years of exacting tests—stand behind every genuine Chevrolet part. Some of the best engineers and designers in the country have spent their business lives making genuine Chevrolet parts as fine as possible. That is one important reason why you as an independent serviceman should be sure your customers get *only* genuine Chevrolet parts. Then, and only then, can you be sure your business rests on the secure foundation of *quality* . . . that same superior quality that has made the name Chevrolet famous for long and faithful service. Then, you can be sure of a business firmly based on the satisfaction of your customers.

GENUINE CHEVROLET PARTS

WITH YOUR CHEVROLET DEALER!

PARTNERS IN SERVICE

Put '50 Pep in a '41

Customers expect miracles. They'll bring in a tired, old car and expect you to give it the snap of a brand-new motor. You can do it with a set of light, strong pistons of genuine ALCOA LO-EX!

You'll give 'em full compression with a close piston fit at all running temperatures, thanks to the low-expansion alloy and modern piston design. Result . . . "new-car" gas and oil economy. ALCOA LO-EX conducts heat fast, keeps engines cool.

It's results like these that make your shop Piston Headquarters in your community, when you standardize on replacement pistons trademarked ALCOA LO-EX—cast by Alcoa, finished by leading piston makers. ALUMINUM COMPANY OF AMERICA, 1853A Gulf Bldg., Pittsburgh 19, Pa.

With Pistons of

ALCOA LO-EX

FULL COMPRESSION!

NO HOT SPOTS!

EASY ON GAS AND OIL!

ALCOA ALUMINUM

Aluminum Pistons of ALCOA LO-EX

Again in 1950, N·A·P·A advertising

in THE SATURDAY EVENING POST

lends new strength to the saying—

Your NAPA Jobber is a Good Man to Know!

Again in 1950, NAPA is placing the full power of national advertising in The Saturday Evening Post squarely behind your business, your service and the NAPA-distributed parts you sell.

Again and again, NAPA advertisements in The Post will reach your customers, urging them to *see you* for the dependable, thorough-going service you can give with parts that bear the NAPA Seal.

Again and again, these same advertisements will impress on your customers' minds the appearance and meaning of the NAPA Seal . . . the unmistakable earmark of *quality* in parts for cars and trucks of *all* makes and ages.

Throughout 1950, this continuing NAPA program is all the more reason for concentrating your business with your NAPA Jobber. As always, with NAPA Warehouse Service to back him up, the NAPA Jobber is your best source for complete service on branded parts of assured quality. And through these parts, you can bring the power of NAPA advertising to bear on *your* customers—in *your* shop.

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

N·A·P·A *is the largest Independent Parts Organization in the Industry!*

N·A·P·A — Assurance of Quality

American Brakeblok · Allied · United Parts · Monmouth · Standard · Allied · Grapho · Brown Lipe · Wisconsin · Detroit · Allied · Raritan · Allied · Raymond · Briggs · Buffalo · A.P.C. · Zollner · Precision · Allied · Echlin · Trico · MicroTest · Balkamp · Puritan · Dittmer · Martin-Senour · Duckworth · Belden · New Britain · Thomson · Federal · Celoron · Spicer

Here's the spark plug you never believed possible

An *Aero-type* plug . . . *X-ray* tested . . . offering *Full-range* ignition

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

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Sealed Power Piston Rings
BEST IN NEW CARS
BEST IN OLD CARS

SPOTLIGHTING *the* NEWS

"How much off list price?" Here that question is not when it's popped time after time is going to be one of the big elements determining what's left in the cash register in the southern dealer's showroom next December when net profits for the year are calculated. That's what a lot of dealers were saying last month as they "chewed the fat" over the 1950 prospects. All dealers are expecting to face this quite normal state of affairs by late spring as factories have announced a "full speed ahead" schedule of production.

Unionizing efforts among automotive employees are increasing gradually. A nation-wide survey has been underway for some weeks by the International Brotherhood of Teamsters Union (AFL) to develop ammunition for use in a drive to unionize employees in the automobile sales, service and allied industries. Union activities broke out months ago at Knoxville, Tenn., and Asheville, N. C., with reports that further efforts by organizers could be expected later on in additional cities.

The cost? How much did the steel strike cost new car dealers in gross profit? That's an absurd question in a lot of ways but one aggressive southern dealer in a city of around 75,000 attempted to answer it as best he could. Back in the '75 units built up during the strike, he said, and he knew that a lot of these potential buyers couldn't be in the market by the time he could deliver. So, figuring quite roughly, he calculated the strike lost cost him $10,000 to $15,000 in gross profits.

"Now watch when he picks up that wire. There'll be a short circuit."

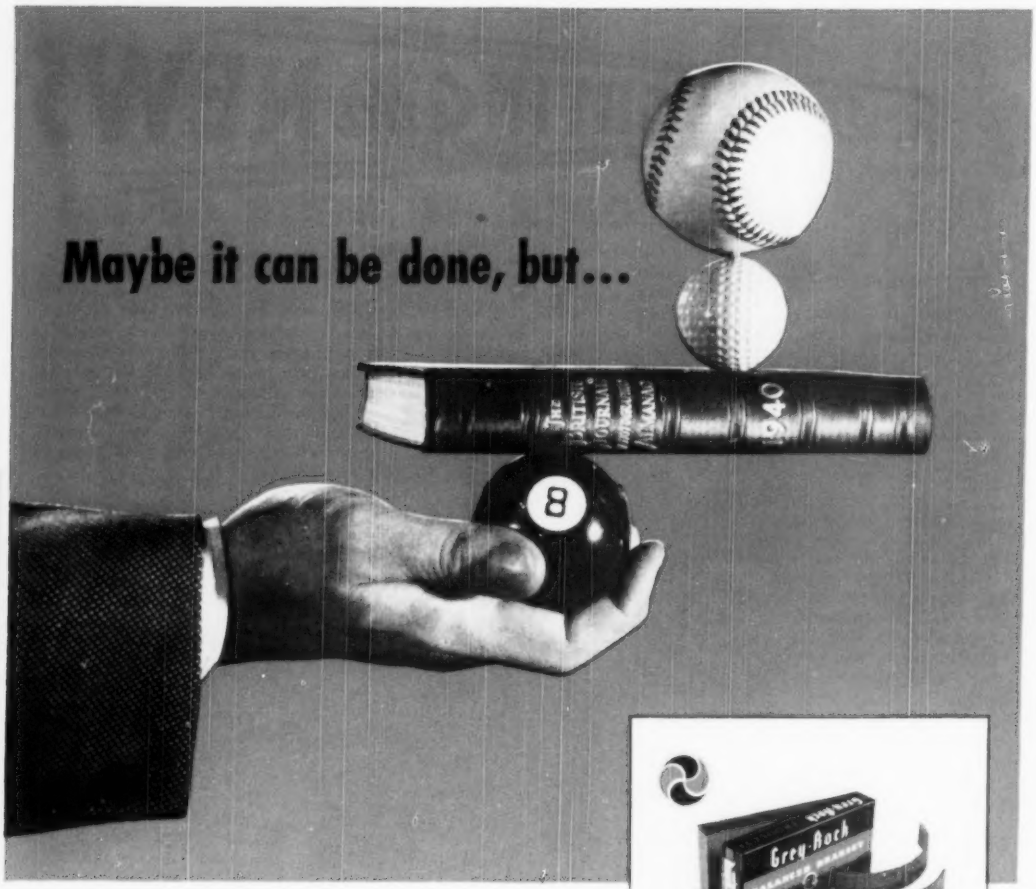
Reconditioning odd cars can be a profitable department of any shop, as Gene Elkes, the popular Pontiac dealer at Tampa, Fla., has demonstrated. His story, to be published next month, gives us how each detail was planned in advance and then the whole coordinated plan presented gradually to the public. It too want evidence of the market—not that you need to accumulate the figures announced last month by the Automobile Manufacturers Association. The average car is still slightly more than eight years old. It's true also that 25 per cent of the American families have an income of below $2,000 a year. Put the two together and you have a whopping big market for doing just what Elkes did.

1949 was a fat one for the industry. The AMA reported. "Automotive manufacturers turned out 6,200,000 new passenger cars, motor trucks and buses—an average of nearly one new vehicle every second of every working day during the year." This overshadowed by a wide margin the 1929 record of 5,558,420 vehicles. The 1949 production was estimated at 5,075,000 passenger cars and 1,125,000 trucks and buses. GMC's President C. E. Wilson announced for 1950: "We are making plans now to produce cars and trucks at the same or even higher levels than this year."

How many? How many motor vehicles are registered now in this country? In 1941 approximately 33,000,000 were registered. The end of 1949 saw 43,900,000 registered. This was 2,700,000 above the 1948 total.

Texas especially and the South generally is the "bright spot" in the automotive sales picture, according to T. J. Ouckette, director of distribution for Dodge Division of the Chrysler Corp. In an interview he attributed this to the fact that the southern states are recording a higher per capita income as industries learn the greater opportunities for them here. "All across the South, Texas being a big factor in this, there has been a bright spot in our sales picture. We are expecting a bigger sales volume here than previously in comparison with the northern area," the factory executive noted during the interview.

Ford's automatic transmission will be available late next summer, possibly by late August or early September—and Lewis D. Crusoe, vice president and general manager of the Ford Division of Ford Motor Co., in an interview with this publication during an inspection tour of Ford's southern production facilities. What about a lower priced car in the future, in view of the report that Kaiser-Frazer expects to bring out a $1,200 to $1,300 "economy car in the spring"? Replied Crusoe, while a twinkle played in his eye: "We think the Ford is a low priced car. People don't sit down in any less space than they used to. In fact, I guess they're a little taller now." Meanwhile, there were reports from Nash of plans for a car this spring to be offered for around $1,000.



Try this balancing stunt if you want to . . . but don't expect it to work! Don't try to balance *brakes*, either, with a single type of lining.

Different shoes do different work, need different types of lining. Grey-Rock gives you the balanced combinations of linings to provide longer life, equal wear on all shoes . . . to dampen noise . . . to eliminate grab, dive, hard pedal and other brake ills. For balanced, road-tested combinations, see your Grey-Rock jobber. Ask about the complete program for building your brake business.

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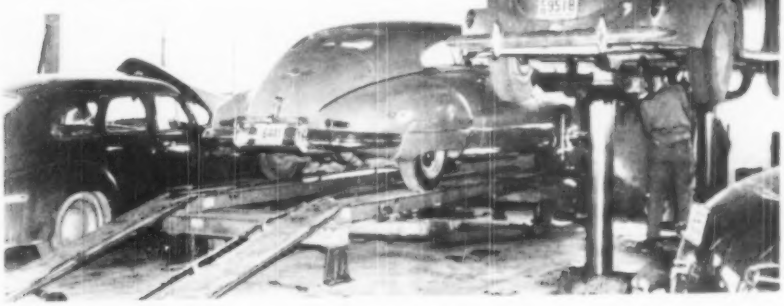
SOUTHERN AUTOMOTIVE JOURNAL

January, 1950

Give 'Em Complete Repair Service

Nowadays turning down a job often means turning over a customer to a competitor with equipment to do all his future work.



Above: Harold Iceff is ready to tackle any repair job — or any future competition — with confidence. This glimpse of just one corner of his shop indicates that he is equipped to do any repair job.

By C. Thomas

"Sorry! We don't do that type of work here."

Even today when competition is so keen for every repair job, a lot of garage operators and dealers in the South and Southwest, especially those in small towns, are missing important volume because they have to speak those words.

And all too frequently that statement means not only a lost job but also a lost customer.

That is the reason Harold Iceff, president of Harold's Garage, Houston, Texas, determined early in his career as a garage owner to equip his shop to do all kinds of work. Today he can handle any type of job from repairing a Hydra-Matic transmission to replacing spark plugs. His 15 employees stay busy.

Iceff believes from experience it is impractical to limit a garage operation. "To do so," he said, "one must depend on a continual turnover of customers."

When he opened his first small shop, he was equipped to do only a limited amount of mechanical work. But every one of his customers needed some other type of work too.

"The worst thing a garageman can tell a customer," he said, "is, 'Sorry! We don't do that type of job here.' That drives customers away.

And the competitor who does the work you don't, probably is equipped to handle any job that comes his way. And if he or his personnel ingratiate themselves with the customer, more than likely that shop will receive all of his future work.

"That leaves no choice but to be continually digging up new customers and eventually to lose a big percentage of them to the garage which is fully equipped to do all the work."

Customers don't like to scatter their work. They prefer one-stop service nine times out of ten.

Iceff has found still another reason for giving one-stop service.

"I have observed that work time in cycles," he said. "Specializing accounts for too many lean weeks or months out of each year.

His shop employs only three specialists. One is a specialist on Hydra-Matic transmissions, another specializes on electrical work and the third is a combination man who does both painting and body work. The rest of the men are classified as general repair mechanics.

"This gives the shop a nice balance," Iceff said. "All the men make a comfortable check every week and there are enough men available to assure customers prompt attention and service schedules they come in."

The men work on a commission basis, receiving 50 per cent of labor. Over the year they average more than $65 a week. It is a close-knit organization. Two of the men have been with Icett since he opened. There have been no late newcomers. The men are satisfied and they stick. Two of the mechanics hold office in the corporation. Yet they work right alongside the other men.

At present many of the shop's regular customers are bringing in their cars for a thorough check-up.

"What they want to know," said Icett, "is if their best bet is to trade the old car in or have it put back in first-class condition. Only a garage

This shop doesn't break even on its old-car check-up, but it often brings in jobs which offset the initial loss.

completely equipped has a chance at this work, for if the customer decides to have the work done, he will expect the shop which made the check and gave him the estimate to do it."

The charge for one of these check-ups is $5.50. The shop does not break even on this but it results in added work. A special form is used for the check-up.

After the form has been filled out, a written estimate—itemizing labor and parts separately—is given the customer.

"We do not soft-pedal anything that might be needed in order to put the car back in first-class shape," Icett said, "not to make the job appear smaller and stand a better chance of getting it. We give the customer a true picture of his car. If we lose the job, we still have a friend who has confidence in us. That's the important factor."

The garage has a parts department inventory of $10,000. This is not adequate but it saves time in getting some parts. Since the garage works on everything from Crosleys to Cadillacs, to stock a complete line of parts would not be feasible.

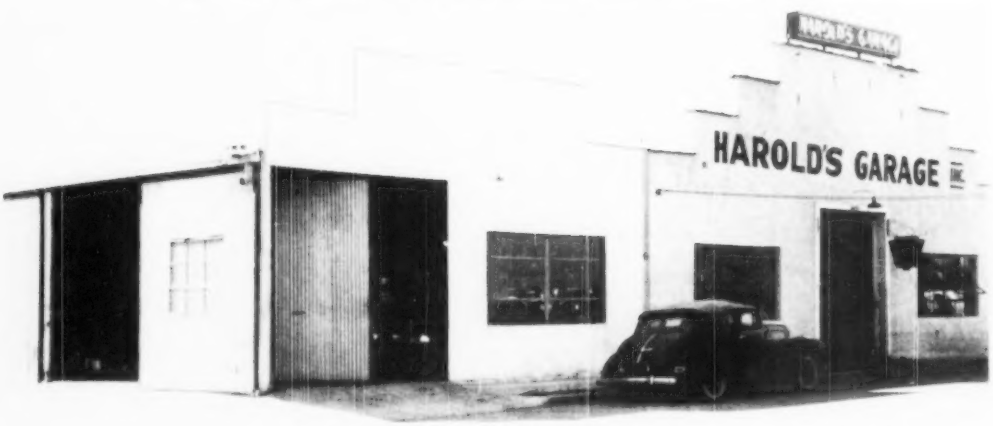
The garage still employs the same number of men as during the lush years. Icett said he could not get by with a smaller crew. Customers expect prompt service and the garage that gives it gets the volume. This is a circle that completes itself.

When asked if he likes the added responsibility in comparison with the time when he and two men did all the work, he said: "You grow into the added responsibility. The added dollar volume allows me to work on a business system with an office and bookkeeper and actually it is much easier now than it was then.

"Besides, this is the setup the customers demand and, after all, it's customer acceptance that makes our business in the long run."

"Yeah, but if we go on strike the boss is apt to do the work himself and then want to settle for a cut."

Mechanics in this Texas shop work on everything from Crosleys to Cadillacs.



Three-Pronged Policy Moves Our Cars

By W. N. LESLIE
President, Leslie Motor Co.
Greenville, S. C.

APPROXIMATELY $200 a month of our advertising budget never gets into print or into the spoken word over the radio. It goes to our customers to adjust undue complaints so that the customer will remain our friend and probably come back another day to do business with us again.

Turning over a monthly average of slightly more than 100 used cars (108 this past October), it is only natural that we should have a fair share of kicks from used-car purchasers. We hurry to adjust complaints that are obviously our fault, but we don't stop just there. We also do something about those kicks that come from persons who perhaps expected—through no fault of ours—too much for their money.

Perhaps a man comes back and says he has noticed that the car is using too much oil. We don't hesitate to adjust that and the other troubles, because we have learned that it's more profitable in the long run to keep the old customers happy than it is to spend all our "advertising" money on advertising in the hope that we'll attract a lot of new customers who would offset, in numbers, the old customers we might lose.

That's one of the three main points in our program which has enabled us to run, for most of the last 12 months, ahead of all but the Ford, Chevrolet, Plymouth and Mercury registrations in our county in new car sales. We've been tied for 1st with Dodge in this contest, occasionally one and then the other being ahead.

Our county has four Ford dealers, three Chevrolet and four Plymouth

• • •

How has this Nash dealer managed to sell far more new and used units than usual for his potential? A consistent tither for many years and secretary-treasurer of his Sunday School for the last ten years, he reveals here some of his sales pointers.

• • •

dealers and it's possible we have some months run right near the top in registrations of any one dealer.

The second point we have followed carefully is the "soft-pedaling" of certain features of the Nash. For example, a customer will inquire as to how much mileage he can anticipate. We will tell him that we feel that he can expect 20 miles to the gallon without overdrive. Perhaps he says nothing further, goes out and finds that his car is giving him 22 to 25. Frequently he comes back and brags about how his car is performing and the excellent mileage he is getting. He is actually then giving us a sales talk on our own car!

We know, of course, that regardless of what kind of a driver he was he would get at least 20 and probably get the 22 to 25. Letting the customer find out a little thing like this for himself has helped us to sell more cars, because a proud new-car owner just won't keep quiet, he's going to brag to his friends and business associates!

But, on the other hand, the customer, upon being told he might expect to get 20 miles to the gallon, might then remind us of the factory advertisements telling about "our car" giving 25. Our answer there is that we can take him out in a perfectly tuned car and show him that it will give that much mileage. But because a car has to be tight up to snuff and because the driver must be the best variety—anything opposite to a "jack-rabbit" and the other wild types of gas-wasting motorists—not more of the cars can be expected to deliver peak mileage performance unless given peak treatment. And a lot of

(Continued on page 66)

It's Trading Now-Not Selling

A veteran in the industry cites two qualities essential in salesmen today as he recalls his Pierce-Arrow selling days thirty years ago.

The author tells his assistant, Wesley O. Slate, Jr., of the "good ole days" of selling when mechanics sometimes traveled by train to other states to service some of the expensive vehicles.

By B. V. STODGHILL
General Manager, John Smith Co. (Chevrolet), Atlanta, Ga.

Those "good ole days"—when competition makes its cars out pay are just about back now for all of the people in the automotive sales and service business. So here's when you start discerning the real salesman from the order-taker, because the real salesman has these two prime qualities:

1.—Regardless of where he operates—in a small town or a large one—he likes the business.

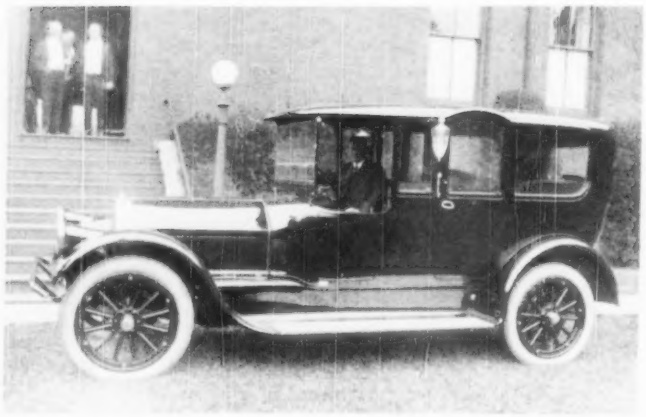
2.—He's got a trading instinct.

We're in a trading business except during those rare dreams periods like we have had. It's getting back now to a 100 per cent trading business—not a selling business—and the salesman with the trading instinct will be the man to keep the ball rolling in the days ahead.

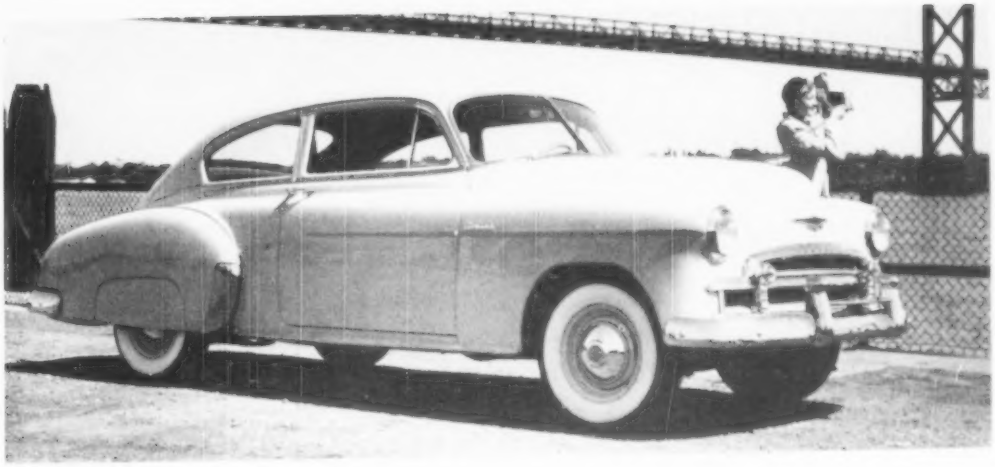
We all have seen the young fellows who come around and want to try their hands at selling cars in service. They stick around for a few months and then they show themselves they aren't equipped for the job. They find out pretty quickly that it isn't as easy as it looked and that they don't have that trading instinct upon which we are all going to have to rely in order to keep cars moving.

As one wanders back in his memories to the early years of the 20-odd-tos, he can see how the tempo has been quickened so more and more people were able to buy cars. It's a fast pace now—the business of selling cars, compared with 1914, say, when we can remember such trips as one which began in a Pierce-Arrow at Atlanta and extended along sorry roads, at times we had to let the air out of tires, partly, to get us over sandy stretches, leading into upper Florida, hence over that region into coastal Georgia, on into South Carolina and North Carolina where the demonstrator was sold and one

(Continued on page 110)



Before you laugh too much at this 1915 model suburban Pierce-Arrow, just consider that it was "the stuff" in its day. Priced at nearly $6,000 F.O.B. Buffalo, N. Y., it was presented to Jacob S. Collins by his banking associates in Savannah, Ga. Behind the steering wheel is the author of the accompanying article and if you could have peeked into his pockets on that day you would have found about 20 orders for cars similar to this one. Some customers waited as long as a year to get special upholsters (including goat hair) or other features obtainable only on this expensive vehicle. People complained about the lights being inset into the fenders because they would be broken too readily in a front-end collision. Pierce-Arrow eliminated this feature later. Now where do you find them on 1949 and 1950 cars?



Chevrolet Reveals "Powerglide"

The 1950 Chevrolets, featuring "Powerglide" automatic transmission as optional equipment, made their appearance in showrooms early this month. The line also has a larger, more powerful engine, a new carburetor and a number of changes in chassis and body.

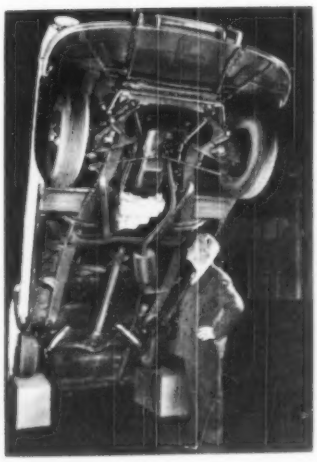
The "Powerglide" transmission makes use of hydraulic torque conversion. Torque, or the force of rotation generated at the engine crankshaft, is transferred through rapidly whirling oil. The force is increased in direct proportion to throttle pressure as with conventional clutch and gear transmission. However, instead of the "steps" involved with mechanical gear linkage to reduce engine speed as the car gathers momentum, the flow of power to the rear wheels is fluid and variable.

The driver control for the transmission is mounted on the steering column. The quadrant is marked from left to right with "Park," "N," "D," "L" and "R." A lever under the steering wheel positions a pointer at one of the five stations. To start the engine, the pointer must be placed at "N" (neutral) or "Park." Otherwise the starter button on the dash remains ineffective. With the engine started, the lever is moved to place the pointer at "D" (drive). Once the car is moving with lever in "D" position, no shifting action is necessary for traffic starts and stops.

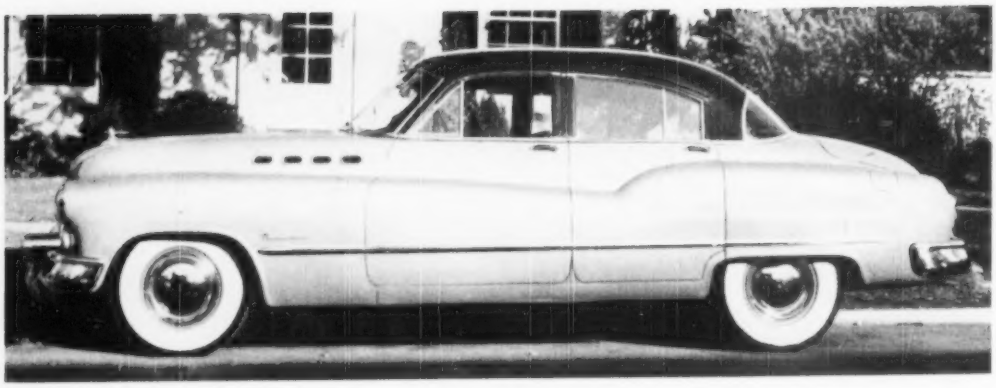
The engine used with the transmission develops 105 horsepower at

(Continued on page 104)

For technical details of the Chevrolet transmission, turn to page 86.



Installation of the new transmission (painted lighter to show up) is illustrated at left. Below is the Bel Air steel-topped model with the lines of a convertible, an addition to 1950 body styles.



Buick Revamps "Super" Engine

THE 1950 Buicks, featuring a new engine for the Super 50 series and increased compression ratios for all engines, are now on display.

The Super engine, designated the F-263, has valve in head. Fireball design but it develops 128 brake horsepower with the Dynaflow transmission at 5,600 r.p.m. compared with the 120 horsepower of its predecessor.

The piston stroke is 4 1/8 inches and bore is 3 3/16 inches, compared with 3 9/32 in the former model. Displacement has been boosted from 248.1 cubic inches to 263.3.

The compression ratio of all engines in the Roadmaster and Special series with Dynaflow, as well as the new F-263, has been increased to 7.2 to one. Brake horsepower of the Special with Dynaflow is now 122 and on the Roadmaster 132.

The F-263 engine shows no increase in weight and is more compact than the former engine. The connecting rods have been shortened 1/4 inch and piston length has been decreased 9/16 inch, with 5/8 inch of this decrease above the piston pin. With the shorter piston, the transslot has been moved from below the lower ring groove and is now incorporated in the groove itself.

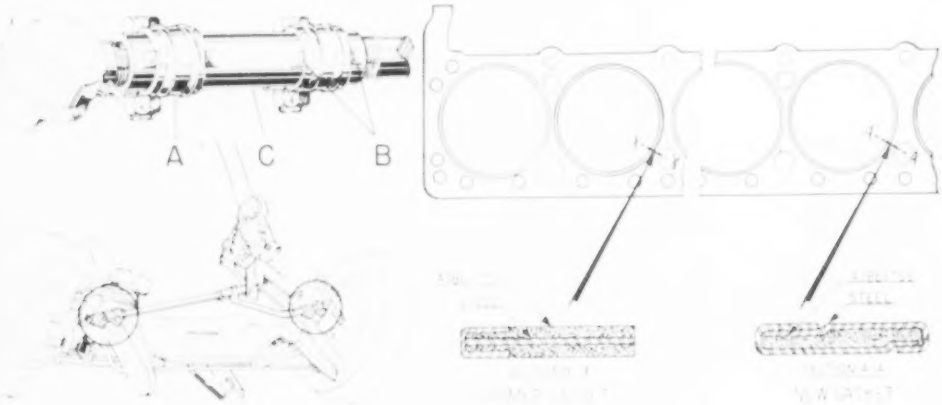
The crankshaft for the new engine has one uniform diameter for all crankshaft bearing journals, instead of the five former diameters. A new camshaft is used to provide valve timing with characteristics to match the higher compression.

All Series 70 and 50, and those Series 40 models which are equipped with Dynaflow, have hydraulic valve lifters for smoother, quieter operation. A low-restriction type of oil filter element is used to give cleaner oil and longer life for the rocker arms and hydraulic valve mechanism.

The speed of the car has been re-

(Continued on page 112)

Below is a diagram of the steering linkage on Special and Super Series which provides a positive clamping arrangement of the tie-rod ends. The efforts of clamp "A" must be transmitted through only one tubular section. The clamps are positively positioned by locating lugs "B" on the new adjusting sleeve "C." Pictured below is a cross-section diagram showing comparison of the 1950 cylinder-head gasket and the previous gasket.



Personal Phone Calls Bring Them Back

By Baron Creager
Southwestern Editor

When customers stay away too long, Bert Cook finds out why, and generally gets the customers back, too, by means of a personal telephone call.

Special emphasis should be placed on the word "personal" and that is why it was used in the title and the first paragraph of this narrative. For Cook believes it is a waste of time and money to employ someone to do such telephoning, or even delegate the task to an employee of the shop. Experience has taught him that the boss and the boss only can produce the results through such telephone calls.

Bert Cook, operating an independent shop under that name and specializing in Cadillac and Oldsmobile service, has been working on Cadillacs in Dallas, Texas, since 1912. For 25 of the 37 years that he has been working on the "big jobs" he was employed by dealers, but he now operates his own shop in a down-town location and with six line mechanics he is running to capacity, mainly because of personal phone calls that bring back stray customers.

Cook says he spends at least 15 hours a month, or an average of more than 30 minutes every working day, on the telephone. That does not mean that he does some telephoning every day. Actually, a week or ten days may pass without any telephone work. But whenever he finds himself with spare time, he gets on the telephone.

In Cook's office a tall filing cabinet is filled with month folders containing the repair tickets of regular customers and this is the source of most of his telephone numbers. Another source is a number of card files that contain the names of all Cadillac owners from 1942 through 1949 and of all Oldsmobile owners from 1946 through 1949.

"Whenever I have time," explains Cook, "I sit down at the telephone and start in. In either the shop ticket file or the owner file I have left a marker which indicates the last previous telephone call.

"The shop ticket file is used more than the owner file. That is because calls to former regular customers are more productive. I simply proceed through the shop ticket file and when I find a customer who has not been in for 60 or 90 days, I call him on the phone.

"In such cases it generally develops that the customer has purchased a new car and is taking advantage of the dealer's warranty service. After the warranty period has passed they usually come back. When you give a man quality service, and you know it, there is not much prospect of his going to someone else for service."

Cook's telephone calls pay off handsomely. He estimates that at least 75 per cent of former customers who have not been in the Cook shop for 60 or 90 days return to the fold following a personal telephone conversation. Therefore, he knows that his time spent on the phone is well invested.

Why does he insist that the call be placed by Bert Cook or, in the case of any other shop, by the boss?

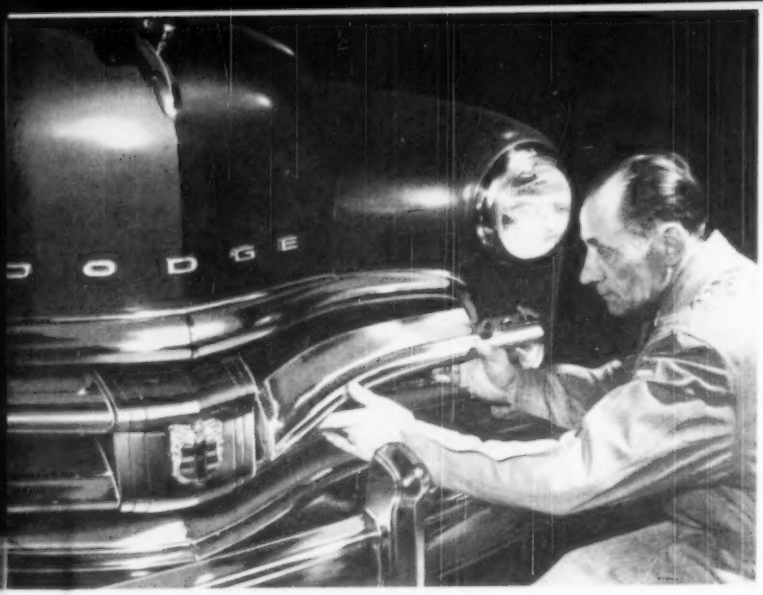
"Because," he says, "I have known a great many of my regular customers for 20 and 25 years. Because of that acquaintance, I am readily put through to Cadillac owners, who are often hard to reach by phone.

"And I eliminate all formality. When I get my party I say, 'This is Bert.' I don't even say 'Bert Cook,' for I have found that if you encourage a customer to call you by first name the relationship is much closer and much harder to break. And they know who Bert is.

"Furthermore, I make the call in person because the chances are I know all about the car the owner drives or did drive before he traded and I can talk about peculiarities of that car, or the last time the owner was in. If someone else were doing the phoning, the conversation would not be nearly as intelligent from the shop end. Nor would it have the personal touch that seems to get results. I am the boss, I am Bert, and I miss this owner's business so much that I take time to call him. He

(Continued on page 110)

Bert Cook estimates that his personal telephone calls bring back to his garage 75 per cent of his customers who have been absent 60 to 90 days.



The front-end design, with its nine-piece, separately-replaceable grille, spares owners unnecessary repair expense. Dodge has bolted-on fenders. Avoidance of massive, welded fender sections cuts costs in body shop repair.

New Dodge Body Has Nine-Piece Grille

A PARALLEL bar type grille of separate pieces—construction—to minimize repair and replacement cost, is one feature of the 1950 Dodges.

The grille has now stainless-steel members, finished in chrome. They can be replaced separately in case of damage, which is said to speed repairs and reduce cost.

Restyling of the body gives the cars a longer, lower appearance. Rear fenders are larger and longer and rear tread is two inches wider. Taillights, chrome trim and redesigned bumper and grille all contribute to this lower look.

The cars are substantially unchanged in their exterior dimensions, company engineers said, despite changes in appearance.

All three lines—the Coronet, Meadowbrook and Wayfarer—are powered by the "Get Away" engine, which has a compression ratio of seven to one. Fluid Drive is now extra-cost equipment on all models.

The Gyro Matic transmission, which frees driver from shifting, is available in the Coronet series.

A new dash and cowl insulation is used on the Coronet and Meadowbrook sedans and Coronet club coupe to give passengers a quieter ride. Forward side panels are lined with a thick sheet of rubber, backed by a layer of jute, instead of with the conventional embossed cardboard. The same rubber and jute combination is used to insulate the dash against engine heat and hum. The linings are said to be scuff-resistant and to last for the life of the car.

Repair and replacement cost is reduced by the fender treatment as well as the grille styling. Fenders are bolted, not welded, to the body.

The rear window on Coronet and Meadowbrook models has been increased one third to give better vision and safer operation. Doors open almost to a right angle and rear seats are ahead of rear wheel housings to give easier entrances and exits.

Cycle-bonded brake linings and speed-proofing of cylinders are continued as features of the 1950 models.

The ignition system has resistor type spark plugs with .035-gap and ignition cable is armored to cowl. A 40-amp generator is used.

Develops 103 Horsepower

The six-cylinder L-head engine has a 230.2-cubic-inch displacement and a bore and stroke of 3¼ inches by 4⅝ inches. It develops 103 horsepower at 3,600 r.p.m.

The box-type frame, with coil springs in front, semi-elliptic eight-leaf springs in the rear and airplane-type shock absorbers, gives a smoother ride and greater stability.

The four-door Coronet station wagon has a new rear seat which folds down to form a level floor more than eight feet long. The spare wheel and tire are carried in a well below the floor.

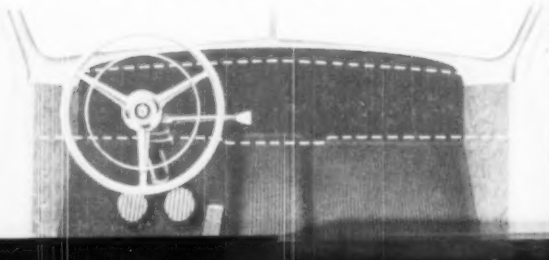
An addition to the Coronet line is the Diplomat, a car with the low lines of a convertible but with a permanent steel roof.

Other Coronet models include a four-door sedan, club coupe, convertible and eight-passenger sedan.

Other models in the Dodge line are the Meadowbrook four-door sedan, and three styles in the Wayfarer series—the two-door sedan, business coupe and Sports Roadster.

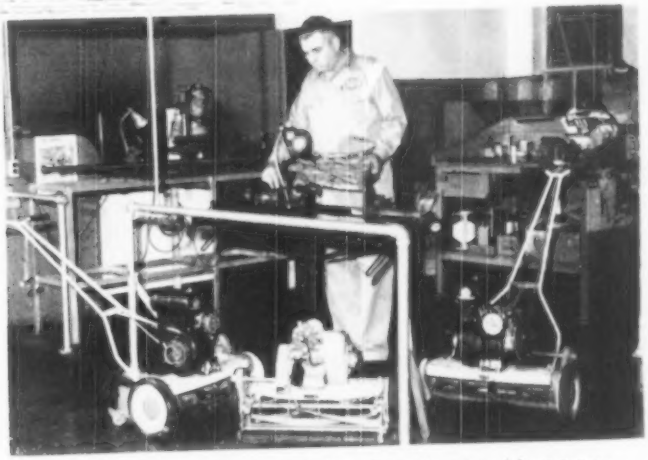
New body lines, larger rear window and fresh front end styling identify the Coronet four-door sedan.

Thick rubber sheet backed by jute is used on the dash (indicated by dotted line) for quieter ride.



Lawn Mower Shop Trims Overhead

A Florida shop is using a lawn-mower department to cut a nice swath of extra profits and bring in more car owners too.



Mechanic Ed Short is shown at work in the well-equipped lawn-mower shop where he overhauls and sharpens both hand and power mowers.

Ben Denso, who owns a large garage and service station as well as a parts distribution business in Tampa, Fla., recently added another department to his operations—a department which is making both friends and money.

A few months ago Denso decided that a lot of husbands were getting fed up with the troubles of mowing lawns.

"Why don't men like to mow lawns?" he asked himself. "What is it that makes men like not to mow lawns?"

"Why, the fact that the dang lawn mower hardly ever works," he decided. "He has to find someone to fix it and then take it to the repairman. And that's a nuisance."

So he proceeded to equip a lawn-mower department with the best and most elaborate equipment he could find. He studied how to repair lawn mowers himself and then trained one of his men to take over the department.

Denso then ran an ad in the news papers. "And what happened is a consequence."

In the words of Ed Short, the mechanic who has charge of the new department, "He got me and himself in a lot of trouble." That means "Look at all those lawn mowers over there that I have to fix."

The new department got off to a big start in spite of the fact that the lawn mowing season was about at an end.

The system, Denso said, is to fix the mowers like they've seldom been fixed before. He does pressure work just like he does on automobiles. After all, some mowers might be considered gasoline-driven "schedes" and all mowers need exact adjustments in order to cut the maximum amount of grass with the least effort, whether they are hand mowers or power mowers.

Denso calls for mowers and delivers them and has found this to be a good drawing card for maintaining this business.

It can think the kind of special service on small things doesn't pay—you should see the extra automobile business it has brought him. A customer for mower service can quite be turned into a customer for automobile service.

And the mower business is no small thing itself. Denso pointed out. According to the latest estimates given him by those who are acquainted with the mower potential, there is a $50 million-dollar business in Florida on all types of mower—the service and parts.

Nobody expects the Lawnmower service to grow in Denso's original carburetor and ignition service shop. But he and his employees feel it is a good department to have.

This behavior is another example of the way alertness, enthusiasm and the "do it now or never" attitude can pay off for any type of business.

The Floridian has attracted rather wide attention by the streamlined manner in which he runs his business.

His success as a jobber and in maintaining an up-to-date repair shop was outlined when Carter Carburetor requested him to pose in an advertisement for a business film which that well known merchandising concern is producing for the trade.

There also was a visit from Roger Babson, the internationally known economist, and a lot of other business people. Most appreciative space was given to his attempts to sell attention to the successful idea followed by Denso. Also, a year or two ago he was one of the speakers on a panel dramatized during a regional meeting of the Automotive Electric Association at an Atlanta hotel.

In spite of his varied connections with the automotive industry, Denso is well known throughout the Southeast and is made a few manufacturers in the South as well as other regions.

Keep the clean, shiny used cars out front and the older models behind the building for greater sales, says the author (left), who is also president of Cox Hudson Motors, Inc., at Conway, S. C., and Hudson-Columbia Motors, Inc., at Columbia. With him is Sales Manager J. L. Singletary, who, Cox says, "can just about outsell any other four salesmen."

Pushing the CLEAN Ones

By W. B. COX

President, Cox Motors, Inc. (Hudson-Packard), Florence, S. C.

THE times come when only good, clean used cars are going to pay off. We're expecting to continue to make money out of them like we have been doing for the last year or two.

There's no reason why a man can't watch his purchases of used cars (I'm not talking about trade-ins) and turn them over for a gross profit of $100 to $150. At least that's one expect once now.

We've always made our money out of used cars. Here's what we've been doing and what we are going to continue to do.

The northern markets provide us, generally speaking, with the best, good-looking, marketable cars. We bought more than a thousand from there during the war.

In order to maintain our monthly average of around 45 to 50 used car sales a month at our city of 35,000 we're going to supplement these purchases with units bought from auctions and neighboring towns where we have an opportunity to examine them for clean conditions.

From there on out, since we can't template keeping our lot equipped with a variety of good, clean cars, we're going to count on our policy which has steadfastly caused units to move pretty fast, and also on the support from a rather big number of "bird dogs."

We tell our salesmen that if a car is traded in and then doesn't move within 30 days, they are to see that the price is cut to the point that our money—most of it, at least—is gotten out of that unit—and quick!

Here's an example of how that pays off:

A man traded in a new truck for $1,600 on a new car we sold him. The truck didn't move for three months. Finally we sold it back to the original owner for $1,100, which gave us a gross profit of only around $20 to $30 on the deal, and actually we didn't even get that much because we had to service the car before we turned it over to him. Then we took that $1,100, added to it and bought a clean used car for $1,200. In short order we resold this car for $1,495.

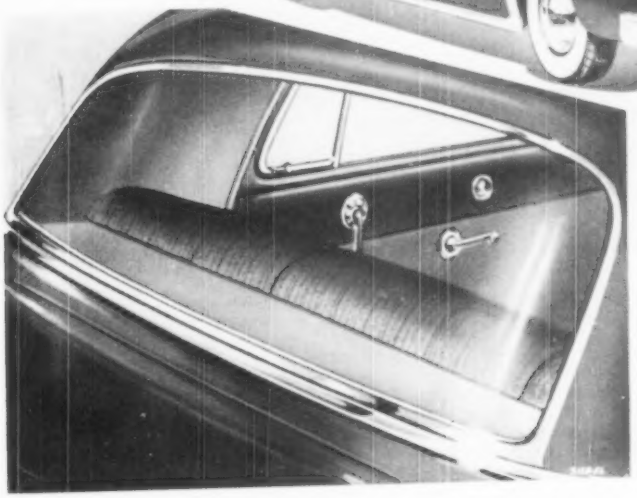
Multiply deals like this frequently and you can see where we figure we can make money out of the used

(Continued on page 96)

"Want a Coke, Ed?"

The rear of the 1950 De Soto has been redesigned for greater safety and beauty

The rear window gives 33 per cent greater visibility, as well as harmonizing with the wider lines of the car.



'50 De Soto Shows New Exterior

Rear fenders are longer and they retain their full height almost to the rear of the automobile itself.

THE 1950 De Sotos, just on display this month, feature a new exterior styling to give the cars a longer, lower look and mechanical refinements to improve performance and make servicing easier.

The '50 models have a 112-horsepower engine, combined with Tip-Toe hydraulic shift and gyro Fluid Drive. The compression ratio is 7.0 to one, which permits efficient operation on standard fuel, De Soto engineers said.

New 12-inch brake drums are used to give better braking with less pedal pressure. The linings are also said to have a greater reserve and the cycle-bonded linings give more contact.

Servicing of the transmission has been made easier and more economical, company engineers said, and accidental shorting of the battery through the voltage regulator has been eliminated.

A turn indicator switch prevents the stop light from operating on the side where the turn signal is flashing. The body has been better sealed against dust and moisture.

The rear of the car has been redesigned. The rear window is 33 per cent larger than on previous models, giving better visibility for safe driving. Rear fenders have been lengthened and retain their full height almost to the rear of the car. They have been pod-crowned.

The rear bumper has been deepened and widened to give more protection. Studded bumper guards are provided. The rear wheel tread has been widened 2 9/16 inches, adding to riding stability.

The taillight, stop light and directional turn light have been combined in single units mounted on each rear fender, which also adds to the widened look.

Circular parking lights and turn signals have been combined and set into the front grille, beneath each headlight. The grille itself has been lowered.

Refinements in interior styling have also been made. The dome light has been moved to the center of the roof and is operated automatically by all doors, as well as manually by a pillar switch. Rotary switch knobs are larger and have a vertical bar for easier control.

New upholstery patterns and materials are available.

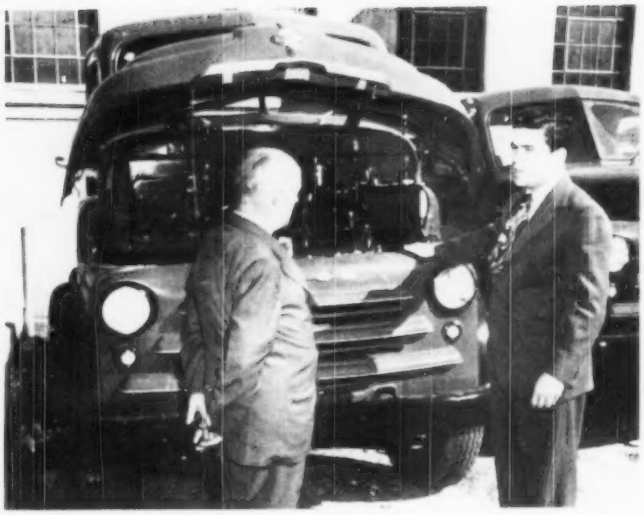
Owners have a choice of custom steering wheels in meshlized coloured plastic. The knobs of the cowl vent, turn signal and gearshift are in harmonizing coloured plastic.

De Soto is offering 14 body styles in 1950. Custom and De Luxe four-door sedans, Custom and De Luxe club coupes, Custom and De Luxe eight-passenger sedans, Carry-All sedan, nine-passenger suburban, convertible coupe, station wagon and the new Sportsman hardtop convertible.

Selling TRUCKS?

"Ask 'Em to Buy"

By SAM T. ATKINSON, JR.
Manager of Fleet Sales, Atkinson Motors, Inc. (Dodge-Plymouth), Charlotte, N. C.



When the author (right) asks people to buy trucks, an important part of the asking is to point out the good features of the unit.

"Ask 'Em to Buy" is no new slogan, but it's bringing in new truck sales for us right along. We sold 22 units of various sizes in October and we're managing to sell from 20 to 25 trucks a month since then. But we're not bragging, because our goal is 50 a month in the future.

We know that truck selling has become something about which jokes have been told at recent state dealer conventions in the South. We have found, as every other dealer has, that this thing of moving trucks at a profit is plenty difficult. And we know, too, that it's not often that we can make any money when we sell the old truck which was traded in. Yet we're not making any apologies, in spite of all this, for our truck sales department. The truth is that we're actually making a satisfactory profit out of that department of our operation.

How're we doing it? That's easy. We're just asking 'em to buy our trucks. But we're really asking them to buy 'em.

Our prospect list is kept very active, naturally. And then under our set-up I call at least every month on every prospect who operates a fleet. Our truck sales manager, Mr. W. B. Frink, drives hard for every sale and in many instances calls are made on prospects once a week.

For example, in the fleet business I call just as often as I think advisable without putting on too much pressure, and that means just about once a week for quite a few of our fleet operators.

The man may not be there. I leave a card, as I know that when he does return he'll probably look at the card before he tosses it away. The cards don't cost much and that reminds that we were around to discuss a possible truck sale doesn't hurt a bit in our continued effort to be the "fastest" when the time to buy does arrive.

With the wide variety of trucks offered for a wide variety of operations by Dodge, it's a good thing to be able to answer most questions concerning performance when they come up. If we can't answer them immediately, we try to lose little time in getting to the answers. We have found, in fact, that the truck acquaintanceship of information about operations has helped put across sales factor.

And here's an important point which we have found so helpful in selling trucks. We want to answer questions fast and then follow up that sale fast. But then, you see, we know also that we have the best trucks at them all to sell and with all its fine features it just stands to reason that we're going to sell you in some fair quantity if we keep behind our policy of "asking 'em to buy."

An efficient truck-service department can be a selling point for new trucks, as well as producing a gross profit in its own right.

The Special DeLuxe four-door sedan, one of nine body styles, has styling changes to give it a longer, more streamlined appearance.

What's New in the 1950 Plymouth

STYLING of the body lines and rear fenders and increasing the front and rear tread have given the 1950 Plymouth a longer, lower appearance. Overall width has been increased slightly.

The rear fenders, which are bolted on for economical removal in case repairs are necessary, have been restyled and lengthened. Larger bumpers are used on both front and rear providing greater protection for the grille, rear deck and fenders.

The rear window on club coupe and four-door sedan has been enlarged. Glass area has been increased 32 per cent and the window is set in a locking rubber seal. This gives greater visibility and also adds to the appearance of the car, company engineers said.

Widening the front and rear tread gives better stability and eases tire loading stress on curves.

Design on both the front and rear has been simplified. The grille is more massive, with five horizontal bars, a curved-down top member and a single vertical bar at the center.

The black-lettered nameplate, license plate light ornament, license plate recess and T-shaped luggage compartment handle are styled to accent the low lines of the car. Combination taillights and stop lights are set into each rear fender.

The instrument panel has new backgrounds of transparent gunmetal on satin aluminum for the gauge dials, speedometer, radio dial and clock. The gunmetal finish is also used on the radio grille screen. Larger rotary switch knobs are easier to operate.

Features for performance, comfort and safety which were introduced in previous Plymouths have been retained, company engineers said. The car has exterior ventilation, single heat and leg room and wide deep chair height seats.

The six-cylinder, 97-horsepower engine has a seven-to-one compression ratio. The combination ignition and starter switch, automatic choke, chokes, oil-cushion tires, safety gear hydraulic brakes and safety rim wheels are features of the 1950 models.

Piston displacement is 217.8 cubic inches and bore and stroke are 3 1/4 by 4 3/8 inches. Wheelbases range from 185 1/8 inches on the three-passenger coupe to 195 3/4 inches on the station wagon.

The line includes nine automobiles in the Special DeLuxe and DeLuxe groups. Special DeLuxe models are the four-door sedan, the club coupe, the station wagon and the convertible club coupe. In the DeLuxe groups are the four-door sedan, club coupe, two-door sedan, three-passenger coupe and the all-metal Suburban.

Nine exterior colors are available for the two series. In addition there are special colors available for the Suburban, the station wagon and the convertible coupe models.

Left: The cars have deep, wide seats and a convenient, redesigned dashboard. Below: The front has a more massive appearance, a simpler grille and a larger bumper.

The "88" four-door sedan has a number of exterior refinements, including the chrome strips for extra protection of the fenders.

Latest Olds Offers "Power Package"

The new Whirlaway Hydra-Matic Drive is being teamed with the 135-horsepower engine to give the 1950 Oldsmobile a "power package" for better performance and economy, S. E. Skinner, general manager of the Oldsmobile Division, said in announcing the new models.

The advanced design Hydra-Matic is offered as optional equipment at extra cost on all 19 models in the three series. Two synchromesh transmissions are available as standard equipment, one for the "Rocket" eight-cylinder cars and one for the Series "76" cars, powered by the "Big Six" engine.

New smoothness in forward speeds and faster shifting into reverse are the chief advantages of the Whirlaway Hydra-Matic, company engineers said. The Whirlaway feature is said to give instant power for acceleration to pass other vehicles.

Compression ratio of the "Rocket" engine remains at 7.25 to one. Minor refinements are said to increase engine economy while operating on high-octane gasoline. The 135-horsepower, eight-cylinder engine has a compression ratio of 6.5 to one.

Mechanical features include independent spiral-coil springing, knee-action front wheels, double-acting shock absorbers, four-way stabilization, dual center-control steering, X-member frame and center-unit front end mounting.

Super hydraulic brakes are self-energizing and self-equalizing on all four wheels. Additional safety is provided by non-emergency brakes.

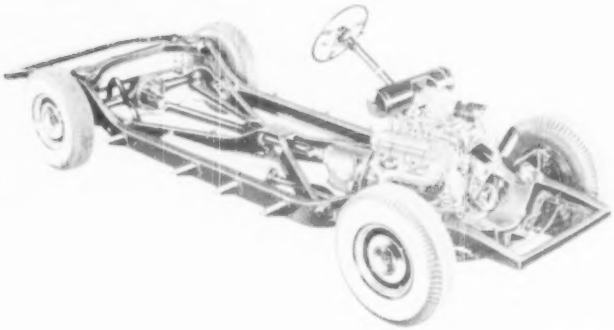
The "98" four-door sedan has three-way slopes into the upper fender corners and the wrap-around bumper and grille guards. Turned in the extreme outside of the fenders are the headlights, parking lights, directional signals and ventilator grilles for the heating and ventilating system.

The restyled rear fenders on the "98" models frame a notched-in luggage compartment. The trunk lid is counterbalanced and opens easily. A hat-box shelf in the rear of the vertically mounted spare tire and rim is another feature.

The windshield of the "98" Series is a single piece of curved safety glass, providing better visibility. The rear window on this series curves across the entire back and around to the sides.

All bodies are of Unisteel construction with solid steel turret top and double-steel doors. Ventipanes for fresh air circulation, push button door handles, trigger adjustment of front seat and sun visors are other features for comfort and safety.

A wide variety of exterior colors and upholstery is available.



Top photo shows styling of the "98" four-door sedan. At right is the chassis with its X-member frame and coil-spring suspension.

1950 Chryslers Have Improved Brakes

Restyled rear fenders accentuate the long, low appearance of the New Yorker four-door sedan. The fender crown has been lowered and extends at its full height almost to the bumper on the '50 models.

A redesigned, die-cast radiator grille and a larger rear window highlight the front and rear views.

Better brakes head the list of engineering improvements in the 1950 Chrysler.

The Safe-Guard hydraulic brakes on the Royal and Windsor series have been increased from 11 to 12 inches in diameter, providing 15 per cent more brake lining contact.

A new one-inch diameter master cylinder replaces the 15/16-inch type used previously. This promotes lighter pedal pressure and makes for greater reserve.

The Safe-Guard is a shoe-type brake and is different from the self-energizing disc brake which is installed only on the Crown Imperial and the Town and Country models.

Shorting of the battery through the field in the voltage regulator has been actually eliminated by relocating the battery terminal lug on the opposite side of the voltage regulator, company engineers said. This prevents the field and battery terminal lugs from being contacted with a screwdriver at the same time.

Easier servicing of the gearshift mechanism on the Prestomatic Fluid Drive transmission has been achieved by providing a set screw adjustment for the gearshift levers on the side of the transmission. This previously was accomplished by adjusting the gearshift levers on the steering column.

The exterior of the car has been restyled to emphasize its long and low appearing silhouette. Rear fenders have a longer crown and extend at full height almost to the bumper.

The rear-end appearance has been improved by removal of the license plate assembly that formerly occupied the middle of the deck lid. License plate bracket has been trimmed to the middle of the rear bumper with small lights in each bumper guard illuminating the plate. The stoplights have been combined with the tail and turn signal lights and are flush mounted in the rear crown section of each fender. A new turn indicator switch prevents the stoplight from operating on side where turn signal is flashing.

The back-up lights, formerly combined with the stoplight, have been made separate units and are situated on each side of the trunk lid on approximately the same level as the tail lights. A Chrysler nameplate in chrome script replaces the license plate assembly in the middle of the rear deck.

Rear window area has been increased 27 per cent to 1584 square inches, improving visibility. The outside panels are slightly rounded and blended into the body lines.

New bumpers of more massive design have been installed both front and rear. They are two inches wider than on the previous model.

The redesigned die-cast radiator grille has three horizontal chrome bars, topped by a fourth bar which curves down at the ends and meets the third bar. Seven thin vertical bars are spaced between the second and bottom horizontal bars.

Distinguishing the New Yorker and Saratoga series is a solid chrome grille plate which extends from each side of the grille under the headlights and around the fenders nearly to the fender breaks. Set in the middle of each plate is a round light which combines the functions of a parking and turn signal light.

Specifications for the 1950 models are identical the same as for the 1949 models with the 110 horsepower six-cylinder engine used on the Royal and Windsor Series and the 135 horsepower eight-cylinder engine used on the Saratoga and New Yorker Series.

There are four body styles in the Royal Series, three in the Windsor, two in the Saratoga and five in the New Yorker, including the Newport a hardtop car with the appointments and top styling of a convertible.

NEWS BRIEFS *of the*

Ford Will Modify 750 Cars For Automatic Transmission

Ford passenger cars coming off the assembly lines will have to be modified considerably to permit installation of the automatic transmission, which is expected to begin late next summer, Vice-President and General Manager Lewis D. Crusoe of the Ford Division of Ford Motor Co. asserted in an interview in Atlanta last month.

It wouldn't be practicable to try to convert to have their Fords modified if they should want the transmission on cars produced before the transmission is available on regular line.

Fords and Mercuries are to have the new, fully automatic transmission developed by Ford and Borg-Warner, which consists of a torque converter supplemented by a hydraulically operated, three-speed planetary gear set.

Ford is not considering a rear-engine job, said Crusoe, who joined the Fisher Body Co. as a timekeeper and was with Fisher for 32 years. "If you're wanting to go forward fast," he said, "there's still the problem of having weight forward to permit it."

What about a low-priced car in the future?

"We think the Ford is a low-priced car," the 54-year-old native of Minnesota replied. "People don't sit down in any less space than they used to. In fact, I guess they're a little fatter now."

Ford Division was turning out 4,400 cars a day and 1,400 trucks last month, he said, with expectations of even heavier scheduling by overtime during the first few months of 1950.

Mr. Crusoe

"We're trying to build right now all the cars we can squeeze out of the system," said Crusoe. "We don't see anything in the picture right now to cause us to plan otherwise. With us it's full speed ahead." Scared money never wins.

"We actually don't anticipate that we'll meet our full market demand during 1950," the executive declared.

Swanee? Yes, Sir, It's a River

Lewis D. Crusoe, vice-president and general manager of the Ford Division of Ford Motor Co., knows his Swanee and his Suwanee.

At a press conference in Atlanta last month, a graduate of the University of the South wanted to know if the executive had ever heard of "Swanee" (the name of the Tennessee town where the school is situated).

"Yes, sir, it's a river," shot back Crusoe, with his eyes twinkling suspiciously.

"Don't you believe he doesn't know Betty," interjected Southeastern Regional Sales Manager C. R. Beachum. "Mr. Crusoe not only knows Swanee from Suwanee but he's also a crack quail hunter when he takes off southern Gulf."

A dinner meeting attended by several hundred men featured the annual get-together last month of the Atlanta Automobile Association at which these officers were elected (l. to r.): Seated, C. Milton Danie, vice-president and general manager of Ernest G. Beauder, Inc. (Ford), president, and Alton S. Farris, first vice-president; standing, W. C. Henry, honorary secretary-treasurer; John H. Lander, retiring president, and Dewey Parks, reelected second vice-president. B. V. Stodghill, Martin L. Johnson, John Rogers and Clyde Fowler are directors.

AUTOMOTIVE INDUSTRY

This handsome new building was opened recently in Alexander City, Ala., by William Hodo Motors. The shop measures 55 by 80 feet and is filled with modern equipment for the four mechanics to use. The used-car lot is at the side of the building. William Hodo is the owner of the Studebaker agency. He began business in Alexander City in May, 1948, and in about 18 months moved into the building shown here. In addition to the mechanics, the firm employs one salesman, a bookkeeper, shop foreman and a porter. The set-up has received a lot of attention and praise from other automotive men in the eastern Alabama section.

Tom Frost to Participate In Grand Canyon Run

Tom Frost, well-known Ford dealer of Waynesboro, Va., is scheduled to participate in the 1950 Mobilgas Grand Canyon Economy Run scheduled to be staged February 15 and 16.

Frost is active in the American Automobile Association and has been an official at the Indianapolis Speedway for a number of years.

The Grand Canyon Run is a contest for the most economic 1950 stock model cars and all entries for the event are based on the top mileage per gallon book for each participating model.

Dodge dealers from Georgia, Florida, Alabama, North Carolina, South Carolina and Tennessee attended a national demonstration of the use of farm implements in conjunction with the Dodge Power-Wagon on the 5,700-acre McIntyre Brothers farm near Woodland, Ga., Dec. 13. In the foreground watching a wood-sawing demonstration from left to right are: Lynn P. Jones, regional manager of the Dodge Atlanta region; Charles S. Brooking, president of the Florida Automobile Dealers Association and president of Brooking Motor Co., Gainesville, Fla.; Brouwer McIntyre, president of Monroe Auto Equipment Co., Monroe Mich., and John H. Lander, past president of the Atlanta Automobile Association and who is president of Victory Motors, Inc., which handles Dodge and Plymouth at Atlanta.

Looking Ahead

Feb. 5-8—Annual convention of National Automobile Dealers Association, Convention Hall, Atlantic City, N. J.

March 23-26—Eighth Southwest Automotive Show, The Coliseum, San Antonio, Texas.

May 14-17—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.

May 18-20—Annual convention of Automotive Engine Rebuilders Association, New Jefferson Hotel, St. Louis, Mo.

Sept. 9-11—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach, S. C.

Oct. 16-19—Annual convention of Tennessee Automotive Association, Chattanooga.

Oct. 1950—Annual convention of Florida Automobile Dealers Association, Biltmore Hotel, West Palm Beach, Fla.

Dec. 1-2—Business conferences of National Standard Parts Association, Chicago, Ill.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago, Ill.

April 19-22, 1951—Southeast Automotive Show, Birmingham, Ala.

This service menu at the service station and tune-up shop of Herbert Schumaker, Boonville, Mo., stimulated business volume for every item listed and increased muffler sales and ignition points more than 20 per cent. He bought the lumber and sawed it as shown and had the signs made by a professional sign painter who charged $23. The lumber cost $6 and varnish for the wood cost about $1—a total cost of $30.

• • •

Willys Appoints Smith

Don H. Smith, executive vice president and general manager of the Tennessee Automotive Association in 1947, has been appointed assistant sales promotion manager for Willys-Overland Motors, Inc. He was formerly merchandising manager for Nash in the southern states and zone manager for Chevrolet in the Midwest.

Guilliams Returns to Missouri

Marion S. "Guy" Guilliams, a native of Craig, Mo., is returning to the Fisher Body plant at Kansas City as resident director of industrial relations. He joined Fisher at that plant in 1940 as chief of plant protection.

DRENNEN MOTOR-ENSLEY, Inc.
AVENUE E & 23rd STREET - ENSLEY 8, ALA.

Is there room in the poorhouse for 149 million people?

In 1932, Franklin D. Roosevelt, then a presidential candidate, had this to say about government spending:

"Any government, like any family, can for a year spend a little more than it earns. But, you and I know that a continuance of that habit means the poorhouse."

Those words, important seventeen years ago, have even greater significance today. Why? Because in every year since 1932 (with the exception of the two fiscal years immediately following the war) our Federal government has spent more than it has collected!

Surely the time has come to make our present administration realize that a government which continually spends more than it earns cannot long remain strong and healthy.

In 1932, our Federal government spent 4½ billion dollars. For the fiscal year of 1950, it is estimated that our Federal government will spend ten times that amount . . . 45 billion dollars.

To give you an idea of just how much money this is, consider these facts:

1. If everyone in the United States cashed in all of his life insurance policies, the total would amount to 44 billion dollars. This would not be enough money to run the government for one year.
2. If every urban home owner in this country sold his home, the total would amount to 50 billion dollars. That's just enough to run the government for 8 months.
3. If every farmer in this country sold his farm, farm equipment and livestock, the total would amount to 75 billion dollars. The government could not run for 7 months on that amount of money.
4. If every industry converted its net working capital into cash, the total would amount to 89 billion dollars. That's hardly enough to run the government for 11 months.

These facts put a new light on the staggering size of our Federal government's planed 45 billion dollar expenditure for the fiscal year of 1950. And remember, this excessive spending is in the face of a national debt of more than 250 billion dollars!

Isn't it as true today, as it was in 1932, that "a continuance of that habit means the poorhouse"?

Just what are you doing to end excessive spending by our Federal government? Have you written your Congressman? Have you appealed to your Senators? Have you discussed the problem with your business associates . . . with other businessmen . . . with your friends . . . with your employees?

Let's make sure our representatives in government know how we at home feel about the continuance of a habit that "means the poorhouse."
The time for action is NOW!

Distribution of this card to the hundreds of members of The Automobile Dealers Association of Alabama, Inc., by Executive Vice-President Frank R. Broadway was made possible by an aggressive dealership at Ensley, Ala. (a suburb of Birmingham). "Read this valuable information carefully and discuss it with your dealer friends and with your neighbors," Broadway urged.

Charlotte Dealers Elect Langston President

Bono Langston of Everett-Noble Motors, Inc., has been elected president of the Charlotte, N. C., Automobile Dealers Association, succeeding F. D. Gossett of Hoyle Motor Co.

R. J. Dolar of Dolar Motors was elected vice-president and C. E. Williams of Lee A. Folger, Inc., was named secretary-treasurer. Directors include F. D. Gossett, Ernest Hicks, Frank Gathings, F. R. McHenry, W. S. McCall and K. M. Matthews.

Atlantic City Gets Ready For 12,000 NADA Members

A ton of 12,000 dealers are expected to attend the convention of the National Automobile Dealers Association at Atlantic City, N. J., Feb. 3-8, Ray Chamberlain, convention and exhibition manager, announced last month in a bulletin giving details of the convention program.

In addition to the four dealer clinics, a number of nationally known speakers will address the convention. J. Saxton Lloyd of Daytona Beach, a dealer with 27 years experience, will discuss "Rags, Riches and Ruin."

John Temple Graves, editor and author of Birmingham, Ala., will speak on "Free Enterprise—the Magnificent American Proposition." Senator Harry F. Byrd of Virginia will tell the meeting what is being done and what he believes should be done to cut waste and extravagance in government expenditures.

General Omar Bradley, chairman of the Joint Chiefs of Staff and former head of the Veterans Administration, will also speak.

"Other widely known speakers will be announced later," Chamberlain said. "With such speakers, the general sessions at Atlantic City alone will be well worth the trip even for dealers in the most distant cities."

One of the most popular features of the convention last year—the clinics by dealers on technical subjects—will be repeated. There will be four clinics this year.

Subjects and participants are: Used car clinic—Will Fitzpatrick, Wildwood, N. J., moderator, J. K. Wheeler, Washington, D. C., M. E. Fisher, Cleveland, Ohio, John Mooney, McKeesport, Pa., and A. H. Easterbo, Greenville, S. C. The latter, a Dodge-Plymouth dealer, is a past president of the South Carolina Automobile Dealers Association.

Retail sales management—J. M. Sanders, Washington, D. C., moderator, Stuart Hanson, Detroit, Mich., Jud Smith, Greensboro, N. C., Charles H. Ungerman, Woburn, Mass., and Henry Lahring, Jr., Norfolk, Va.

Employer-employee relations—George M. Berry, St. Louis, Mo., moderator, Merlyn S. Pitzele, labor editor of *Business Week*; Guy Arthur, Toccoa, Ga., Earl Burrows, Cleveland, Ohio, Arthur Hire, Cleveland, Ohio, and Eugene S. Stowers, Bluefield, W. Va.

Service—John Booth, McKeesport, Pa., moderator, W. H. Brandenburg, Mansfield, Ohio, Edmund O. Carl, Washington, D. C., John P. Hughes, Lynchburg, Va., and George Kloetzer, South Orange, N. J. Hughes, a Dodge-Plymouth dealer, is the au-

(*Continued on page 137*)

Latest dealership to be admitted to Pontiac Motor Division's "Hall of Fame" is Bendall Motor Sales, Inc., of Alexandria, Va., which was named a "Better Dealer" by Pontiac factory executives. The firm, founded in 1943 by Harry W. Bendall (center), was presented a reproduction of the famous painting of Pontiac, chief of the Ottowas, by Charles F. Devereaux (left), manager of the Washington zone. At right is Mayor Franklin Backus of Alexandria.

Southern JOBBERS AND FACTORY MEN

Top photo: The ten traveling representatives use this fleet and the 11th is used in the city. **Center:** Here's the Comer gang. **Bottom:** Over this small-city counter passes many a sale.

Complete

Sales conferences are held at 7 a.m. every Monday—not on Saturday mornings.

Two big annual sales-volume contests, plus frequent short sales drives on any one commodity temporarily slipping in volume, are held.

Advance planning by the sales force for factory missionary men is done as much as a month before they arrive.

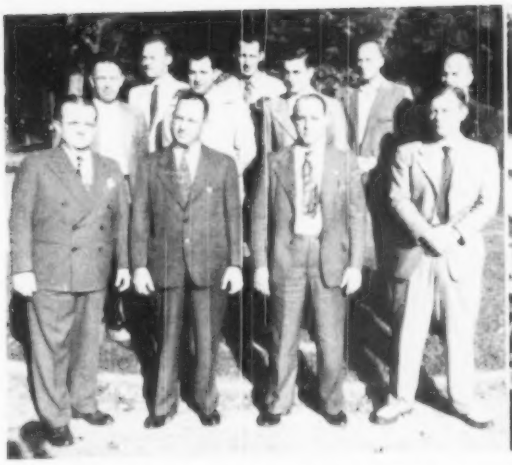
Special delivery service is given on practically every order rather than a few drop shipments.

Personal relationship between the customer and the company is maintained.

These are just some of the important phases which were cited by Manager Charles E. Kennard when asked to account for the selling job rallied up by Comer Parts Co. at Staunton, Va.

Listen to what this aggressive official has to say about his operations and the "why" and "wherefores" of them.

"I'm not a slave-driver. That is not why we have our sales conference on Monday mornings at that awful hour. The majority of our eight salesmen prefer Monday mornings even at that hour—instead of Saturday. Because it enables them to get away from the store earlier on Saturday. I might add that most of our men live



These men travel more than 250,000 miles a year, covering 31 counties in the Virginias. They are (l. to r.): Front row, Manager Charles E. Kennard, Bernard C. Knicely, George Rowan and Maynard G. Hite; back row, J. Wade Powell, Ervin Lange, C. W. Daugherty, "Junior" Landes, Carlyle Wilkerson, Clay Snideman and Paul Seebold. Photo above shows some of the many equipment lines handled.

Program of Service

the store on Monday morning and do not return until Friday night. One can easily appreciate why they are anxious to get home to their wives and children as early as possible on Saturday.

"We have also found that they can absorb and retain the sales information we give them much better on Monday morning than on Saturday for then their minds are fresh and set on only one thing—the week's business ahead and how they are going out and get that business.

"Our sales meetings last from 60 to 90 minutes, depending on the amount of material we have to discuss. We always try to ask at each meeting if any of the boys have anything on their chests. If they have, it is then the opportune time to unload. Once in a while someone does, and after he speaks up we then try to thresh out any differences. Frequently one of the other salesmen speaks up and settles the difference, which makes it far better from our standpoint as we think it best for the men to try to adjust their own differences when and if any without

(Continued on page 118)

Blair C. Coiner, top, is owner and founder of Coiner Parts Co. at Staunton, Va., and Charles E. Kennard, above, is the manager.

This is the handsome new home of J & E Auto Supply Co., Suffolk, Va. The building provides about 11,050 square feet of floor space, compared with 2,620 in the former location. The shop is at the rear of the building with its own entrance. Parking facilities have been provided. F. Curtis Johnson and Robert N. Eure founded the firm in 1945 as a partnership.

"Get It from Jobber" Is Southwest Theme

"GET IT from Your Jobber," the advertising and sales promotion program prepared by the Automotive Advertisers Council, will also be the theme of the 1950 Southwest Automotive Show, to be held March 23-26 at the Coliseum in San Antonio.

"This theme will be used on all show promotional material prepared for distribution to the trade by jobbers sponsoring the show," Show Manager Dean A. Johnson said.

All exhibit space has been sold out since December 1 to 185 manufacturers. The actual drawing for booths was to be held January 6 in the Coliseum.

A total of 150 jobbers, representing 245 outlets in the Southwest, had signed up to sponsor the show last month. These jobbers, together with those who return sponsoring jobber applications before show time, will be entitled to receive a quantity of show promotional material prior to the show and to hold sales conferences with exhibiting manufacturers during the morning hours of the show. Each afternoon, Saturday night and all day Sunday will be open to the trade, Johnson said.

Terney Opens at Clarksdale

Joe Terney recently opened a new jobbing firm at "19 Riverside Drive," Clarksdale, Miss. The company is called Joe Terney Parts Co. George Terney is a member of sales force.

He Couldn't Leave Cold, Cruel Earth

Max A. Hayes of Hayes & Hopson, Inc., Asheville, N. C., passes along this one:

The old gentleman walking through the graveyard accidentally slipped and fell into a freshly dug grave. It was so deep he couldn't get out and he screamed for hours for help, but none came. It was getting dark and was very cold when a drunk came staggering through the graveyard and heard the old man's screams.

He looked down in the grave and asked, "What's the matter?" The old man replied, "I can't get out and I'm cold."

Then as he grabbed a shovel and started throwing the fresh dirt down on the old man, the drunk said, "No wonder you're cold. They forgot to cover you up."

Hill Goes to Dallas

R. E. Hill has taken over the Texas district of the Prest-O-Lite Battery Co. He will headquarter in Dallas.

Bruce S. Johnson, countersman at **Alabama Auto Parts Co., Inc.**, Birmingham, Ala., recently became the father of twins—a boy and a girl. His wife and the new additions to the family are getting along fine.

Rowland Revamps Set-Up In Southeastern Area

THREE direct sales representatives in the Southeast have been appointed by William & Harvey Rowland, Inc., of Philadelphia.

Jack Pittman will cover southern Virginia, North Carolina, northern South Carolina, northern Georgia and eastern Tennessee. M. E. Hudson will represent the line in Florida, southern Georgia and southern South Carolina. Tom Crowe will cover western Tennessee in addition to Alabama, Mississippi and part of Louisiana.

Koppers Transfers Kemp From the Southwest

M. Gore Kemp, southwestern regional sales manager for Koppers American Hammered piston rings, has been promoted to manager of automotive replacement sales. F. U. Klippi has succeeded him as southwestern regional sales manager.

A graduate of Alabama Polytechnic Institute, Kemp has been an engineer, assistant chief engineer and sales engineer in the Southwest since he joined American Hammered. During World War II, he spent five years in the Army.

Mr. Kemp

Appointment of John A. Tompkins as manager of the southeastern region has also been announced by Koppers.

Joe Williams has been promoted to territory salesman for **Smyth Auto Supply Co., Inc.**, Amarillo, Texas. **Marvin Coffey** has replaced him as countersman.

"General conditions in our territory are good," **Johnson M. Whitsett**, sales manager of **Smyth Auto Supply, Inc.**, Amarillo, Texas, reported.

Photograph by Bachrach

These men will direct Motor and Equipment Manufacturers Association during 1950. They are (l. to r.): President C. J. Schuepbach, Vice-President G. W. Sherin, Sec. C. O. Kleinsmith and Treas. C. P. Brewster.

Schuepbach Will Head MEMA During 1950

C. J. Schuepbach, director, credit manager and chief accounting officer of Sumner Products Co., has been elected president of Motor and Equipment Manufacturers Association for 1950. G. W. Sherin, chemical specialties sales manager of E. I. du Pont de Nemours & Co., Inc., was chosen vice-president.

The new secretary is C. O. Kleinsmith, vice-president of National Carbon Co., Inc. C. P. Brewster, sales manager of K-D Manufacturing Co., is treasurer.

In addition to the officers, the following are included in the board of directors: J. W. Anderson of The Anderson Co., G. W. Andrews of Andrews Manufacturing Co., W. S. Coles of The Shaler Co., G. H. Gocling of Blackhawk Manufacturing Co., S. G. Phillips of The Dole Valve Co., R. A. Stranahan, Jr., of Champion Spark Plug Co., J. M. Wells of Ingersoll-Rand Co., G. O. Whitley of The Timken Roller Bearing Co. and E. J. Wilcox of J. H. Williams & Co.

A. H. Eschholz is general manager of the association.

Piston Ring & Parts Announces Changes

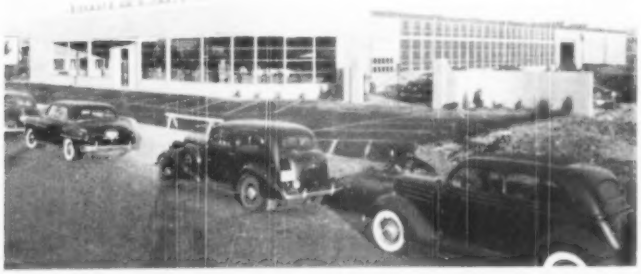
The following personnel changes were announced last month by Ray C. Birdsall, president, Piston Ring & Parts Co., Atlanta:

Robert "Al" Broughton, formerly with the branch recently closed at Chattanooga, Tenn., is now purchasing agent at the headquarters store.

A. S. Stegall, formerly with Garage Supply & Equipment, is now an outside man.

Harry J. Kolb has been added to the inside administrative force.

Richmond Auto Parts, Inc., opened its streamlined new home, pictured below, December 16. Said President H. B. Truslow: "We believe it is one of the finest of its kind in the country. It is not elaborate at all, but it is arranged in such a way so that we can operate with a minimum overhead, which I think is most necessary at this time." Air-conditioned offices are on the left-hand side, parts stock is in the center and the machine shop is situated on the right-hand side. Note the big customer parking area along the 100-foot exterior of the building, which is situated conveniently for the Richmond trade.



GMC Modifies Its Plan Of Parts Distribution

General Motors announced last month a modification of its replacement parts distribution plan "designed to provide even greater availability of parts to approximately 16,518,000 users of GM automotive vehicles."

W. F. Hufstader, GM's vice-president in charge of distribution, said that under the revised parts distribution plan, which was effective Jan. 1, an overriding wholesale discount would be granted GM car and truck dealers and distributors on those GM parts which they sell at wholesale.

This discount is effective on all of approximately 310,000 parts handled by GM dealer outlets with the exception of those in the lines carried by the United Motors Service, AC Spark Plug and Packard Electric Divisions.

"We are confident that our revised parts distribution plan will enhance the service we are providing GM car and truck users in every section of the country," Hufstader said. "It should increase the distribution of General Motors factory-engineered parts to the independent garages who repair a considerable number of GM vehicles by providing an incentive for the GM dealers to increase their wholesale business with these outlets."

Crow-Burlingame Marks 30th Anniversary

Crow-Burlingame Co., with headquarters at Little Rock, Ark., recently staged a luncheon marking its 30th anniversary. "Our 30th Year of Better Service" is the theme of the luncheon and of the celebration.

Since its beginning in Little Rock in 1919, the firm has expanded until

(*Continued on page 129*)

SERVICE AND MAINTENANCE

Cooling Systems Can Make You Hot!

By E. M. Lowery
Technical Editor

Keeping the heat engine (as gasoline engines are commonly known) cool is not the only purpose of the cooling system. It must maintain the engine temperature at a point best suited for operating conditions, which usually ranges between 160°F to 180°F. Slightly higher degrees would prove more efficient but would prove rather dangerous in the average motorist's hands.

Within the combustion chamber of the gasoline engine the temperature will reach from 3000°F to 4000°F. About one third of this heat is converted into power which propels the vehicle. The remaining two thirds may be classified as "waste heat." Of this waste heat, about one half is dissipated through the exhaust system; the balance of the waste heat must be dissipated through the cooling system.

To accomplish this, the centrifugal pump may have to circulate from 5,000 to 10,000 gallons of coolant per hour through the cooling system, depending upon the size of the engine and the capacity of the cooling system.

Suppose we look at some of the effects of inefficient temperature control.

Overheating

There are still a great many drivers who think the instruments (other than the speedometer) which adorn the instrument panel are for decorative purposes only. As a result, their first warning of overheating may come from a pronounced knock in the engine and/or steaming of the coolant.

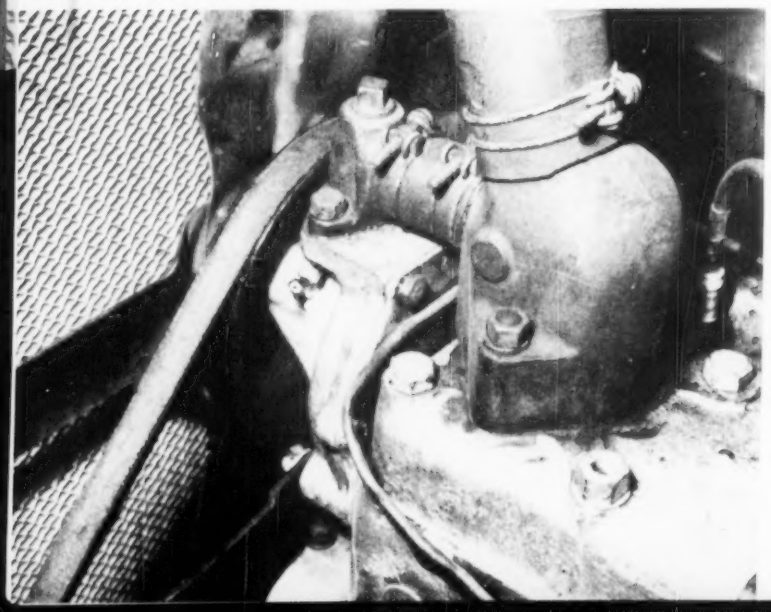
Periodic observation of the temperature gauge will warn the driver before excessive high temperature is reached.

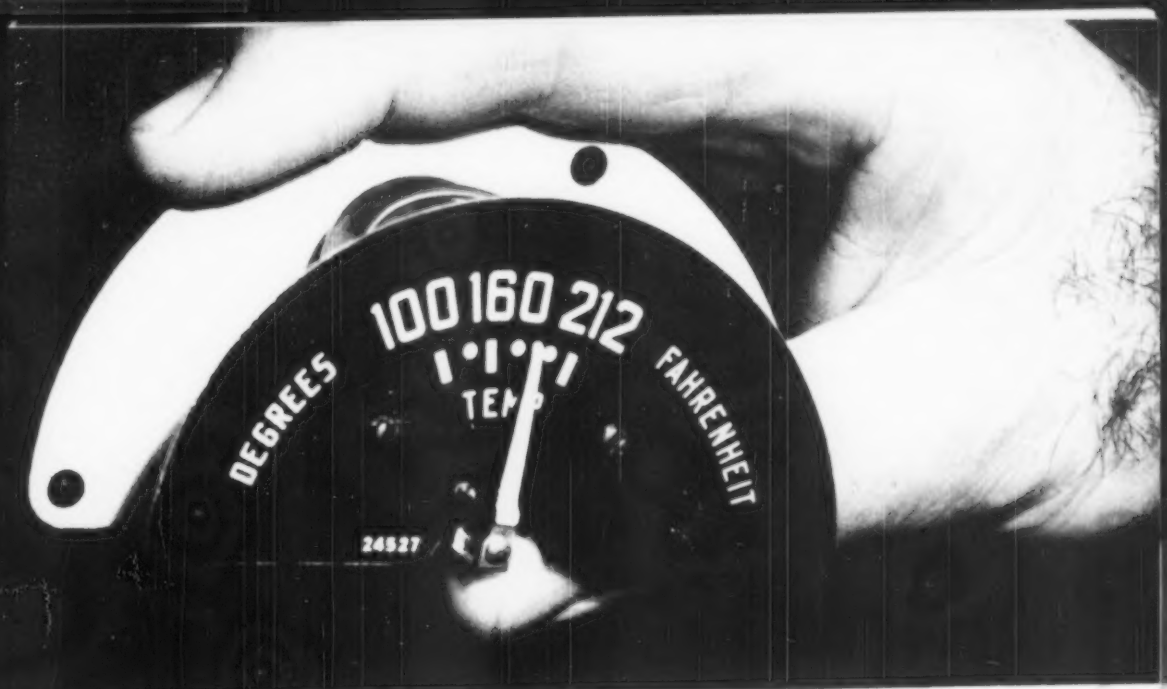
Excessive overheating may cause burned valves, scored pistons and cylinder walls. It may also cause cracked or warped cylinder heads and cylinder blocks. Damage to the crankshaft and bearings may also result. Piston rings which are overheated may lose their flexibility and excessive oil consumption may suddenly start.

Overcooling

Although there is less immediate danger from overcooling than from overheating, if overcooling is allowed

Five important points affect engine temperature: radiator, fan, fan belt, water pump and thermostat.





Caution: Keep a "weather-eye" on the temperature gauge.

to continue the results are just as dangerous.

Abnormally low engine temperatures result in excessive fuel consumption, causing dilution of engine lubricant by the unburned fuel, thus causing damage to the engine bearings. Overcooling also causes the formation of sludge as a result of condensation of water in the cylinders and crankcase. This sludge may cause clogging of the crankcase oil screen and oil lines and when this happens, severe damage to the entire engine may result.

Following are some general trouble shooting hints and solutions which will help keep the cooling system in such condition that correct engine temperature may be maintained:

Overheating:

A—Lack of coolant due to normal evaporation. (Most common cause.)

B—Fan belt improperly adjusted or bottoming on pulleys.

C—Distance between fan and radiator incorrect.

D—Defective thermostat. Remove and examine. Test in vessel of hot water, using thermometer to determine degrees at which it opens and closes. Replace if defective.

E—Water pump inoperative. Check by removing radiator filler cap, start engine and rapidly increase speed from idle. Look for surge of coolant; if none is noted, remove pump and overhaul.

F—Cooling system clogged. Drain and clean the entire system, reverse flush when possible. If desired results are not obtained, clean entire system with solution which will remove all rust and scale from the radiator core and water jacket. Suction leaks anywhere in the cooling system will cause air to mix with the water; the chemical combination of water, iron and air produce rust which may clog the water jacket and radiator core.

Overcooling:

A—Inoperative thermostat.

B—Thermostat which opens at too low a degree.

C—Operating conditions such as stop and go-driving, short periods of vehicle operation, light loads, low speeds and excessive idling.

(1) Change to higher degree opening thermostat.

(2) Partly cover radiator air scoop.

Cooling System Maintenance

Inspection:

Periodic inspection of the entire system is necessary if efficiency is to be maintained.

1—Check water level, check for presence of rust or grease in system.

2—Examine all hose connections carefully; if cracked or swollen or otherwise deteriorated, replace. Tighten all connections if necessary.

3—Inspect all connections and joints when engine is cold and at normal operating temperature. Some coolant leaks may occur when engine temperature is at two extremes.

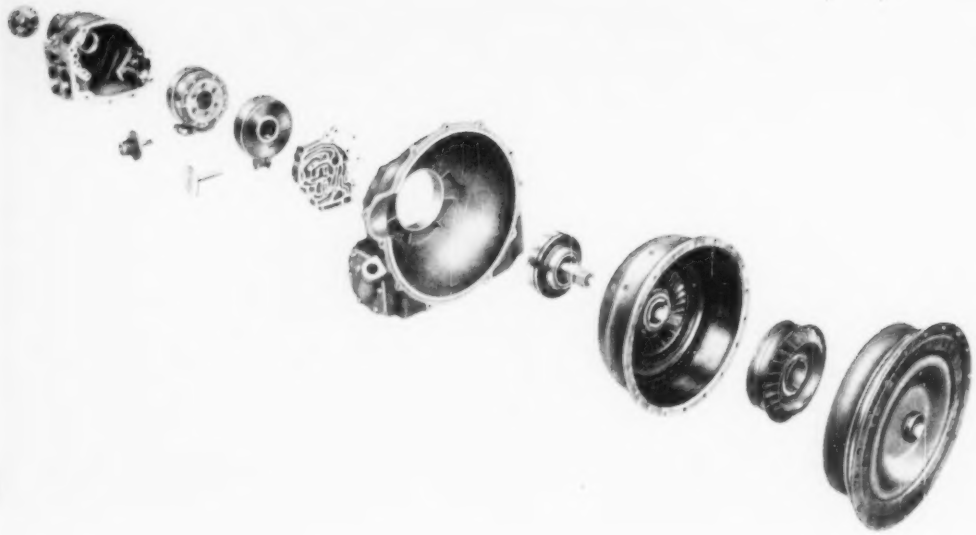
4—Inspect fan belt, adjust as necessary. (Don't just tighten—ADJUST.)

5—Drain and flush twice a year, adding a reliable rust inhibitor after refilling.

Particular attention should be paid cooling system in cold-weather operation, as some types of anti-freeze solutions have a way of seeping out of connections that would hold water perfectly. Failure to do this may result in the replacement of the anti-freeze at shop expense.

February Issue: When Voltage Drops

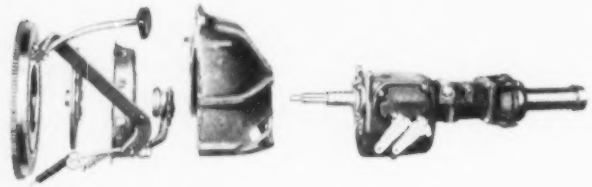
Look out when the voltage drops in the starter circuit. That's what Technical Editor Lowery will cover in his monthly article to be presented next month.



Chevrolet's New Transmission

Above: Principal parts of the transmission from front to back are (r. to l.): turbine in its housing, stators, primary pump, front oil pump, bell housing, valve body, hydraulic clutch with low band, planetary gearset with reverse band, transfer case with parking pawl and detent lever (manual control connection) and rear oil pump. The universal joint with its speedometer gear is not shown in this photo.

Below is a comparison of Chevrolet's conventional transmission with clutch and manual gear shift (upper photograph) and the Powerglide automatic torque converter transmission for 1950 (lower photograph).



The Chevrolet "Powerglide" transmission is an automatic hydraulically operated mechanism of the torque converter type designed to replace, upon the buyer's option, the mechanical gearshift with the conventional clutch, as supplied in the regular production car.

It consists of two major units—a torque converter and a planetary gearset—with a system of hydraulic controls. The planetary gearset would not be necessary except that reverse and emergency low are required from time to time.

The system is controlled by a selector lever mounted on the steering column, with positions marked on a plastic dial beneath the wheel. By setting the lever at any one of the positions—Park, Neutral, Drive, Low and Reverse, in that order—the driver may select the transmission condition he desires. He cannot start the engine unless the lever is set at Park or Neutral. As a safety precaution, an electric switch is incorporated in the control linkage, making it impossible to start the engine in any of the driving positions of the control lever.

In operation, the torque converter is the heart of the transmission. Running in a bath of oil, its five elements

Beauty Sells Them!

Lovely Judy Tyler, winner of Stardust's National Beauty Contest

THE SMOOTH, NEW AERO-ALUMINUM

CASCO VISOR

in beautiful Pearl Gray

HAMMERLOID ENAMEL FINISH

Count on Casco to spark up your visor sales with a gorgeous new baked enamel Pearl Gray Hammerloid Finish that sells on sight. (Can be re-painted to color-match any car if desired.) No other visor has so much to offer! You can count on Casco for tops in value . . . *right down the line!*

$17.50 FAIR TRADED LIST PRICE

LOWER INVENTORY!
FASTER TURNOVER!
ONE MODEL FITS 90% OF ALL CARS!

EASILY ATTACHED! A ONE-MAN JOB NO DRILLING!

And

THE FAMOUS SALES-TESTED SILVER-TONE

CASCO-VISOR

IN RIGIDIZED EMBOSSED ALUMINUM!

THE ANODIZED finish on this famous EMBOSSED ALUMINUM CASCO beauty is lustrous, scratch-proof, and corrosion proof. Perfect for quick sales to car owners who want a visor they can drive away with PLUS those who demand a color-match. You satisfy both types with this one! Every Car Dealer, Auto Supply Store, Garage and Service Station can easily handle the Casco Visor *profitably.*

new low price— **$17.50** FAIR TRADED LIST PRICE

SALES MAKING DISPLAY STAND FREE with Merchandise Order.
It's beautiful! It's sturdy! Puts you in the profitable visor business! FREE with your order for 6 or more Casco Visors.

FOR NEW AND UNUSUAL AUTOMOBILE ACCESSORIES **CASCO** CASCO PRODUCTS CORPORATION BRIDGEPORT 2, CONN.

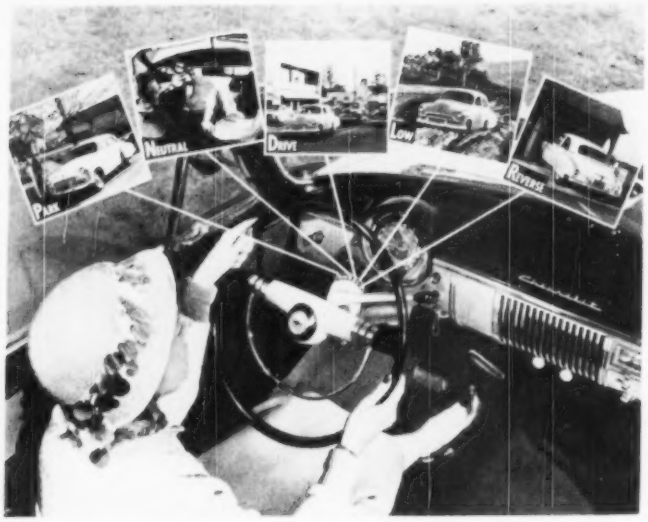
Southeast Repr. LAWRENCE M. HIRSIG & CO. 201 Hildebrandt Bldg. Jacksonville 2, Fla.

Southwest Repr. HIRSIG FRAZIER COMPANY Box 1140, 807 Cotton Exchange Bldg. Dallas, Texas

work together to convert, or multiply, the engine's torque to provide an infinite number of "gear ratios" without the use of gears, thus making it possible to do all normal driving, from start to high speed, with the control lever set in the drive position.

The five elements of the torque converter are the primary pump, driven by the engine, the turbine, driven by the force of oil thrown from the primary pump and connected to the wheels, and the secondary pump, primary and secondary stators, all three of which are situated between the primary pump and the turbine.

All five are vaned wheels and all nest closely together, but the vanes of none of the wheels touch one another. A pressed steel housing encloses the five elements and contains the working fluid, a light mineral oil in which the converter operates. A cast-iron case encloses the entire assembly.



This photograph illustrates the five positions of the transmission control lever and the type of operation achieved in each position.

Looks Like a Doughnut

In appearance, the assembly of the five elements closely resembles a doughnut. The primary pump and the turbine make up the outline of the doughnut, and their vanes are so installed that they line the outer curve of the doughnut's walls. An additional set of vanes, called an overrun coupling, has been installed inside the first curved vanes to prevent "coasting" when the accelerator is released. The two stators and the secondary pump are true wheels in shape. They are smaller than the first two elements and their vanes resemble flattened, slightly curved spokes set at an angle. They are so mounted that they will spin freely in one direction but not the other.

The basic action of the converter begins when the engine is started. At that point the primary pump, which is directly connected to the engine's crankshaft, also begins to turn. Its vanes, circling in the contained oil, develop a centrifugal force which throws the oil out of their openings near the rim. The oil then enters between the vanes which line the outer shell of the turbine, which is connected through the gearset to the wheels of the car. The vanes of the turbine, which are curved slightly backward and which are closer together at the exit end, then cause the oil to return through the vanes of the two stators and the secondary pump to the primary pump.

This is the action when the engine is idling. It is not until the engine is speeded up that torque conversion, or twist multiplication, begins. The rapid turning of the engine's crankshaft also turns (or twists) the primary pump. The centrifugal force of the oil picked up and thrown by its vanes then mounts to the point where the flow reaches 55 gallons per second, its speed about 41 miles per hour. It discharges into the vanes of the facing turbine at a torrential rate. It surges around the outer rim. It pushes against vanes which are so formed that their center areas present a resistance to the smooth flow of oil. The oil thus compels the turbine to rotate and pick up speed. It flows, then in a backward direction through exit spaces between the vanes which are closer together than the entrance spaces, increasing the force. The effect is similar to increasing the force of a stream of water by partially closing the outlet of a hose with your thumb.

It is here that the two stators come into play. Their vanes are so arranged that they receive the stream of oil from the narrowed exit points and divert it from a backward flow to a forward flow into the vanes of the primary pump. They cannot be turned, for the overrun cams on which they are mounted lock them tightly to the stationary stator support. Their vanes therefore cause the high pressure stream of oil to "ricochet," or bounce, with little loss of velocity into the primary pump. And the primary pump, which is already rotating at high velocity, picks up that high velocity stream of oil and adds more velocity to it as it swirls it again up and around into the vanes of the turbine.

This is torque conversion or multiplication. In the space of the few seconds needed for acceleration, the torque delivered by the engine is multiplied as much as 2.2 times.

The turbine is now moving at a swiftly-increasing speed and rolling the car ahead accordingly. And as the turbine increases its speed of rotation, it "runs away" from the stators. In other words, it runs so fast that its ejected stream of oil no longer strikes the face of the stationary vanes but strikes the back of them. Since the oil is pushing the vanes the other way, and since each stator can rotate in that direction, first the secondary stator (at about 40 miles per hour), then the primary stator (at about 50 miles per hour) begin to run free. The turbine has now almost caught up with the rotation of the primary pump.

The secondary pump, meanwhile, has performed the function for which it was designed. It for is mounted on overrun cams which run on the hub of the primary pump, and in the first stages of operation the force of the surging oil has struck its angled vanes and forced them out of the way. In other words, the secondary pump runs free ahead of the primary pump, permitting the surge of oil to enter the pump directly.

As the speeds of the two "doughnut halves" begin to equalize, however, the vanes are no longer forced out of the way, and the secondary

(Continued on page 166)

New high in production

New high in retail sales

STUDEBAKER'S GREATEST YEAR!

Clean sweep! Studebaker has just completed its biggest year of all time...in production...in sales ...in dollar volume!

Studebaker dealers delivered more new cars and trucks to the public during 1949 than in any previous year in Studebaker history!

STUDEBAKER'S REALLY ROLLING NOW AS NEVER BEFORE!

NEW LIFE

AMAZING DISCOVERY of Koppers K-Spun revolves around special centrifugal casting process which creates an entirely new and stronger structure in the metal. Produces a hi-strength iron whose graphite is a nodular type as contrasted to flake graphite in cast iron. Makes K-Spun longer-wearing, with higher tensile strength, more life, greater elasticity. Answers the need for piston rings that won't break under the strains and stresses of today's high compression engines!

NEW LIFE

in

KOPPERS ADVERTISING and MERCHANDISING

Gives You Real Support

"POWERFUL ADVERTISING IN SAT. EVE. POST, TIME AND NEWSWEEK"

"NEW! COLORFUL SALES HELP"

"NEW! ATTENTION GETTING NEWSPAPER ADS"

Koppers K-Spun puts NEW LIFE in Your Re-Ring Jobs

Amazing K-Spun Twice as Strong as Ordinary Metal...50% More Spring...Four Times Greater Resistance to Combustion Shock. GUARANTEED AGAINST BREAKAGE FOR LIFE OF ENGINE

No doubt about it! The amazing performance of Koppers K-Spun Piston Rings helps you do better rering jobs with fewer come backs—builds satisfied customers for *all* your services—makes bigger profits for you right down the line!

But we don't stop there in the sensational 1950 Koppers K-Spun advertising and merchandising program!

Going an important step further . . . this great, new profits-building promotion rightly makes YOU the *Mr. Big* of automotive service! Boosts *your* know-how, *your* dependability, *your* expert service to millions of motorists!

Smashing advertisements, with references to the *experienced garage man*—consumer booklets and mailings, eye-catching wall hangers, colorful Koppers K-Spun mechanics' caps—all hit consumers again and again with the *common sense*, the *economy* of having YOU keep their cars in perfect running order all year 'round!

That means greater consumer recognition, more business, more profits for you when you stock and use Koppers K-Spun Piston Rings. Call your Koppers American Hammered Jobber today. Engineered sets for *all* makes of cars and trucks.

Make it a profitable habit, too, to see your Koppers American Hammered Jobber whenever you have pistons to be resized. He has exclusive, patented KOETHERIZING which expands a set of pistons for you in less than five minutes—with permanent precision— for less than a dollar per piston!

KOPPERS COMPANY, INC.,
PISTON RING DEPT.,
Baltimore 3, Md.

"NEW! CONSUMER BOOKLET!"

"NEW! COLORFUL ENGINE OVERHAUL CHART"

"NEW! DEALER SALES TRAINING MEETINGS"

"NEW! SPECIFICATION WALL HANGER"

AMERICAN HAMMERED
KOPPERS
K-Spun
PISTON RINGS

CURRENT PASSENGER CAR SPECIFICATIONS
Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE: No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS: No. and Size Comp.	RINGS: No. and Size Oil	OIL: Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
BUICK 40	121	8J	3 3/32 x 4 1/8	30.63	110@3600	LB	5	2-.0937	1-.1875 1-.1860	6½	AC	N	Y	St-Ca
BUICK Special	121½	8J	3 3/32 x 4 1/8	30.63	110@3600	LB	5	2-.0937	1-.1875 1-.1860	6½	AC	N	Y	St-Ca
BUICK 50 Super	121	8J	3 3/32 x 4 1/8	30.63	115@3600	LB	5	2-.0937	1-.1875 1-.1860	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster	126	8J	3 7/16 x 4 5/16	37.81	150@3300	LB	5	2-.0937	1-.1875 1-.1860	8	AC	Y	Y	St-Ca
CADILLAC 61	126	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 62	126	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 60-S	133	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CADILLAC 75	136¼	8J	3 13/16 x 3 5/8	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca
CHEVROLET Styleline	115	6J	3½ x 3¾	29.4	90@3300	G	4	2-.1237	1-.1863	5*	AC	N[1]	Y	Ca
CHEVROLET Fleetline	115	6J	3½ x 3¾	29.4	90@3300	G	4	2-.1237	1-.1863	5*	AC	N[1]	Y	Ca
CHRYSLER Royal & Windsor	125½	6I	3 7/16 x 4½	28.36	116@3600	Ch	4	2-.0937	2-.1562	5	AC	Y	Y	Ca
CHRYSLER Saratoga & N. Y.	131½	8I	3¼ x 4⅞	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CHRYSLER Crown Imperial	145½	8I	3¼ x 4⅞	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca
CROSLEY Model CD	80	4J	2½ x 2¼	10	26.5@5400	G	5	2-.0625	2-.155	2	AC	Y	N	T
DeSOTO S-13 DeLx & Custom	125½	6I	3 7/16 x 4¼	28.36	112@3600	Ch	4	2-.0937	2-.1562	5	V	Y	Y	Ca
DODGE Coronet & Meadow	123½	6I	3¼ x 4⅜	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	St
DODGE Wayfarer	115	6I	3¼ x 4⅜	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	St
FORD & Custom 8 Cyl.	114	8I	3 5/16 x 3¾	32.5	100@3600	G	3	2-.093	2-.186	5	Y	N[1]	Y	Own
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4	2-.093	2-.186	5	Y	Y	Y	Ho
FRAZER	123½	6I	3 9/16 x 4⅜	26.3	112@3600	Ch	4	2-.0935	2-.1550	5	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3 9/16 x 3⅞	30.4	112@4000	Ch	4	2-.078	2-.1875 .156	7	AC	N	Y	Ca
HUDSON 6	124	6I	3 9/16 x 4⅜	30.4	121@4000	Ch	4	2-.078	2-.1875 .156	7½	AC	N	Y	Ca
HUDSON 8	124	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-.1875 .156	8	AC	N	Y	Ca
KAISER Special	123½	6I	3 9/16 x 4⅜	26.3	100@3600	Ch	4	2-.0935	2-.1550	5	AC	Y	Y	Ca
KAISER DeLuxe	123½	6I	3 9/16 x 4⅜	26.3	112@3600	Ch	4	2-.0935	2-.1550	5	AC	Y	Y	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4⅜	39.2	152@3600	G	3	2-.0933	1-.186	6**	AC	Y	Y	Ho
LINCOLN	121	V8	3½ x 4⅜	39.2	152@3600	G	3	2-.0933	1-.186	6**	AC	Y	Y	Ho
MERCURY	118	V8	3 9/16 x 4	32.5	110@3600	G	3	2-.0933	2-.186	D	AC	Y	Y	Ho
NASH Statesman	112	6I	3⅛ x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3⅜ x 4⅜	27.34	115@3400	Ch	7	2-.0930	2-.1547	6	AC	N	Y	Ca
OLDSMOBILE 76	119½	6I	3 5/32 x 4⅜	29.9	105@3400	LB	4	2-.0937	2-.1875	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	119½	8J	3¾ x 3 9/16	45.0	135@3600	LB	5	2-.087	1-.1875	5	AC	N	Y	V
PACKARD 8	120	8I	3½ x 3¾	39.2	135@3600	Ch	5	2-.0233	1-.1865	7	AC	N	Y	Ca
PACKARD Super	127	8I	3½ x 4¼	39.2	150@3600	Ch	5	2-.0233	1-.1865	7	AC	N	Y	Ca
PACKARD Custom	127	8I	3½ x 4⅜	39.2	160@3600	Ch	9	2-.0233	1-.1865	7	AC	Y	Y	Ca
PLYMOUTH P-17 DeLuxe	111	6I	3¼ x 4⅜	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	A	Y	Y	Ca
PLYMOUTH P-18 DeLuxe & Sp. DeLuxe	118½	6I	3¼ x 4⅜	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	A	Y	Y	Ca
PONTIAC 6	120	6I	3 9/16 x 4	30.4	93@3400	M	4	2-.0937	1-.1875	5	AC	N	Y	Ca
PONTIAC 8	120	8I	3¼ x 3¾	33.8	106@3800	M	5	2-.0937	1-.1875	5	AC	N	Y	Ca
STUDEBAKER Champ 9G	113	6I	3 x 4	21.6	85@4000	G	4	d	1-.1562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. 17A	120	6I	3 5/16 x 4¾	26.33	102@3200	G	4	2-.0937	1-.1875	6	AC	Y	Y	St
STUDEBAKER Land C. 17A	124	6I	3 5/16 x 4¾	26.33	102@3200	G	4	2-.0937	1-.1875	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4I	3⅛ x 4⅜	15.6	63@4000	G	3	2-5/32*	1-5/16*	4	AC	Y	N	Ca-Zn
WILLYS Station Sedan	104	6I	3 x 3½	21.6	72@4000	G	4	2-5/32*	1-5/16*	5	AC	Y	Y	Ca-Zn

ABBREVIATIONS

*—5¼ qt. dry, 5 qt. refill
**—6¼ dry, 6 refill
A—Accessory
AC—A.C. Spark Plug
b—AC and Industrial Wire Cloth Products
Ca—Carter
Ch—Chain
D—8 dry, 5 refill
d—Top .094T, Middle .125
G—Gear
Ho—Holley
I—1 Head motor
I—Overhead valve
LB—Link Belt
M—Morse
N[1]—Optional at extra cost
N—No
St—Stromberg
T—Tillotson
V—Various
Y—Yes
Zn—Zenith

CURRENT PASSENGER CAR SPECIFICATIONS
Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery		Clutch Facings				Brakes	
	Breaker Gap (0)	Spark Plug Gap (0)	Tappet Clearance Intake (0)	Tappet Clearance Exhaust (0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap and Ter Gd	Cool. System (Qts.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40, 50 & Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	L Bb	.125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-25	65-70W	120N	16¾	N				H	RW
CADILLAC 61	15	33-38	au	au	19°b	31	19-23	70-75W	115N	18	L	.137	10½	7	H	RW
CADILLAC 62	15	33-38	au	au	19°b	31	19-23	70-75W	115N	18	L	.137	10½	7	H	RW
CADILLAC 60 S	15	33-38	au	au	19°b	31	19-23	70-75W	115N	18	L	.137	10½	7	H	RW
CADILLAC 75	15	33-38	au	au	19°b	31	19-23	70-75W	115N	18	L	.137	11	7	H	RW
CHEVROLET Styleline	18	36	06h	13h	1°a	39	17-21	75-80W	100N	16	O	.135	9¼	6¼	H	RW
CHEVROLET Fleetline	18	36	06h	13h	1°a	39	17-21	75-80W	100N	16	O	.135	9¼	6¼	H	RW
CHRYSLER Royal & Windsor	20	38	08h	10h	12°b	e	17-20	EW	120P	17	Bb	.125	9¼	6	H	Ps
CHRYSLER Saratoga & N. Y.	18	38	08h	10h	12°b	29y	17-20	EW	135P	21	Bb	.125	10	6	H	Ps
CHRYSLER Crown Imperial	18	38	08h	10h	12°b	29y	17-20	EW	135P	21	Bb	.125	10	6	K	Ps
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	O	.125	6	4	G	AW
DESOTO S-13 DeLx. & Custom	20	38	08h	10h	12°b	e	17-20	EW	114P	17	Bb	.125	9¼	6	H	Ps
DODGE Cor., Mead & Way.	20	38	08h	10h	8°b	e	17-20	EW	105P	15	Bb	.125	9¼	6	H	Ps
FORD & Custom 8 Cyl.	14-16	28-32	13-15	17-19	5°b	26-28	17-20	65-70	90P	22	L	.125	9½	6	H	RW
FORD & Custom 6 Cyl.	24-26	28-32	9-11	13-15	11°b	35-38	17-20	65-70	100P	17.3	L	.125	9½	6	H	RW
FRAZER	20	32	10c	14c	10°b	38	17-20	30-35c	105P	13½	T	.125	9¼	6	H	RW
HUDSON Pacemaker	20	32-45	08h	10h	7½°b	38	17-20	70-75W	100P	18f	O	.203	9 9/16	6¾	D	RW
HUDSON 6	20	32	10	12	7½°b	38	17-20	60-70W	120P	18	O	.203	9 9/16	6¾	D	RW
HUDSON 8	17	32	06	08	10⅜°b	27	17-20	45-50W	120P	18	O	.203	9 9/16	6¾	D	RW
KAISER Spec. & DeLuxe	20	32	10c	14c	10°b	38	17-20	30-35c	100P	15	Bb	.125	9¼	6	H	RW
LINCOLN Cosmopolitan	14-16	24-26	au	au	5°b	26-28	17-20	65-70	120P	44½	L	.125	10½	7	S	RW
LINCOLN	14-16	24-26	au	au	5°b	26-28	17-20	65-70	120P	44½	L	.125	10½	7	S	RW
MERCURY	14-16	24-26	11c	15c	10°b	26-28	17-20	65-70	100P	22¼	Bb	.125	10	6¾	S	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	.125	8	5¾	H	RW
NASH Ambassador	18-24	30	15	18	6½°b	35	17-21	70W	105P	17	Bb	.125	10	7	S	RW
OLDSMOBILE 76	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18½	Bb	.125	10	7	H	RW
OLDSMOBILE 88 & 98	12-17½	30			14°b	22	19-23	60-70W	115N	21½					H	RW
PACKARD 8	15	27	07	10	15°b		19-23	60-62	100P	18	L	.125	10	6¾	H	RW
PACKARD Super	15	27	07	10	15°b		19-23	60-62	100P	18	L	.125	10½	7	H	RW
PACKARD Custom	15	27	au	au	4°b		19-23	60-62	120P	19	L	au	au	au	H	RW
PLYMOUTH P-17 & P-18	20	38	08h	10h	12°b	e	17-20	65-70EW	100P	15	Bb	.125	9¼	6	H	Ps
PONTIAC 6	20	23-28	11-13	11-13	5°b	37	17-21	60W	100N	18	Im	.125	9½	6	S	RW
PONTIAC 8	15	23-28	11-13	11-13	5°b	31	17-23	60W	100N	20½	Im	.125	9½	6	S	RW
STUDEBAKER Champ. 9G	20	22-27	16c	16c	15°b	39y	17-20	46-50W	100P	10	Bb	.125	8	5¼	H*	RW
STUDEBAKER Comdr. 17A	22	22-27	16c	16c	15°b	31-37	17-21	80-85W	100P	13½	Bb	.125	9¼	6	H*	RW
STUDEBAKER Land C. 17A	22	22-27	16c	16c	15°b	31-37	17-21	80-85W	100P	13½	Bb	.125	9¼	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	9°b	39	17-20	60-65	100N	11	Bb	.135	8½	5½	H	RW
WILLYS Station Sedan	20	30	14	14	5°b	34½	17-20	60-65	100N	9	Bb	.135	8½	5½	H	RW

ABBREVIATIONS

1—19" on DeLx. with std. 3-speed transmission.
2—7" on DeLx. with std. 3-speed transmission.
*—Self-adjusting, self-centering.
a—After.
au—Automatic.
AW—All Wheels.
b—Before.
Bb—Borg & Beck.
c—Cold.
d—Hydraulic valve lifters.
D—Dual Automatic.
E—Nuts 52.5 to 57.5 cap screws 65 to 70.
e—34½° to 38°.
f—without heater. With heater add ½ qt.
G—Hydraulic Spot-Disc.
H—Hydraulic.
h—Hot.
Im—Island Mfg.
K—Hydraulic, disc type.
L—Long Mfg.
N—Negative.
O—Own.
P—Positive.
Pe—Propeller shaft, rear transmission.
RW—Rear service brake.
S—Bon Serin.
T—Borg & Beck, and Auburn.
W—Warm.
X—Do not recommend using feel meter for setting breaker point gap.
y—Tolerance of one degree, plus or minus, allowed in adjusting.

Dear Bill,

Glad to hear you like your new car and agree that the so-called innovations are indeed the outcome of many years of evolution, but it's nice to have the advantage of them in their present state of development. There are not many of the boys around any more that used to worry around with the old make-and-break, low-tension ignition systems, and our present systems would really make them eyes bug out. They'd particularly be interested in the fact that the built-in resistors in distributor caps, rotors and spark plugs help control radio and television interference.

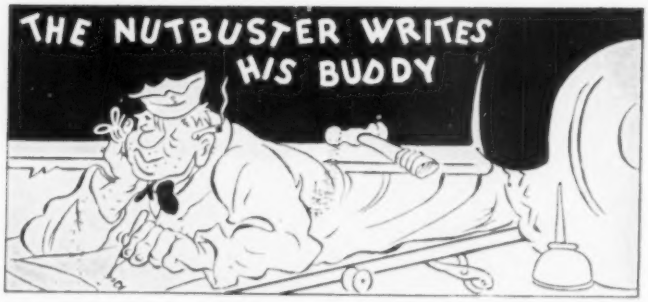
Back in those early days of the industry we thought we'd just about seen everything when they spring that Bosch magneto spark plug on us, and didn't give much thought to its effect on some bird's television. When this spark plug came along to operate the points of the igniter by electrical impulse instead of all the mechanical linkage previously used, we figured things were coming our way at last. The mere presence of a resistor in a spark plug isn't so complicated in comparison. Those old plugs had an electromagnet in them that would close and break electrodes to produce a spark at the very top of the power stroke.

We didn't get many complaints about "cornering wear," high-speed marks, etc., on the tires of those old crates either, but I do recall that running on car tracks was a great tire destroyer, and rut wear was not uncommon, followed closely by rim cuts on the clincher tires. We used to tell them to get the pressure up to 80, 90 or perhaps 100 lbs., depending on whether they were using 33 x 4½, 33 x 4½ x, or maybe 33 x 5, and give the tires a chance.

You won't have to follow the above advice to the letter on your new car, but don't forget to give the pumps on the lubricator a stroke or two every morning, or have you forgotten about them, too?

The planets in your automatic transmission won't be so far different than the ones used in the old "T" Ford, and you won't have any more speeds ahead than the old friction transmission on the Apperson or Carter. The fluid coupling idea has been in use for about that long, too, on stationary and marine jobs. And I think you told me you are the fortunate owner of a transmission on one of a line in England when you were fighting over there during World War I.

Hope this all doesn't make you



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VISION-VISOR

because it's

MODEL A-10
Nationally recognized as the standard of plastic visors. Stainless steel hardware, lifetime finish.

fully transparent

- GENUINE DUPONT LUCITE gives clear, open view ahead and above.
- AMAZING FILTER ACTION shields the eyes yet never blocks vision.
- ELIMINATES GLARE, blocks sun rays, diffuses bright lights, cuts driving fatigue.
- TRAFFIC LIGHTS in true colors in full view without neck craning.
- HANDSOME, RUGGED, EASY TO INSTALL — Simple clamp-on brackets hold it securely—need no adjustment. Nothing to paint, peel or wear out.

Two NEW POPULAR PRICED LUCITE MODELS

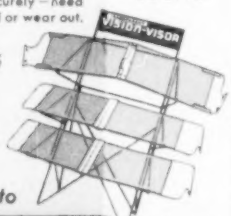
E-S
Stainless steel hardware. Reinforced lucite panels. Choice of three colors.

T-100
New Hammerloid silvertone finished hardware. Priced for volume sales.

Made in Green, Blue and Red LUCITE

One Model Fits Most Cars

ATTRACTIVE DISPLAY STAND SELLS FOR YOU THE YEAR 'ROUND
Holds 3 visors—emphasizes smart airflow design and superb quality.



Contact Your Jobber Today or Write Direct to

The VISION-VISOR Corporation of America
920 South Michigan Avenue • Chicago 5, Illinois

In Canada
CANADIAN VISION-VISOR CO
Rodney, Ontario

Use Buick parts on Buick repairs

Here's the way you get *factory-engineered* Buick parts, nowadays . . .

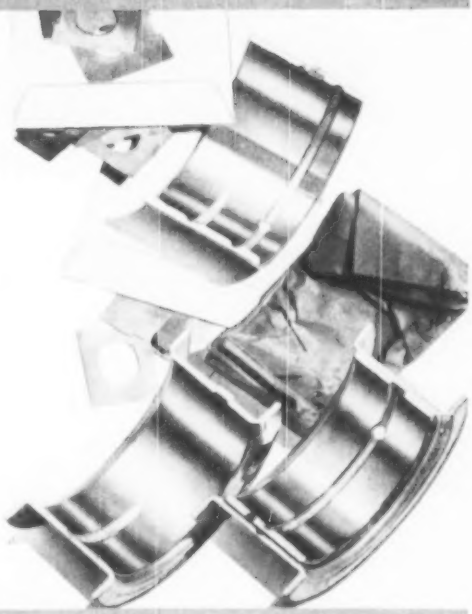
Packaged complete, with nothing loose or adrift—washers and little pieces in envelopes, fragile parts protectively wrapped or boxed, precision surfaces padded against scarring.

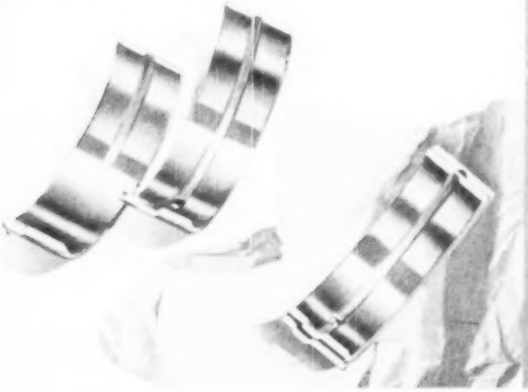
That's a convenience—for which you don't pay a penny above our regular wholesale trade prices.

Another convenience is the BUICK FACTORY-PACKAGED PARTS KIT—with all the related parts you need for any ordinary job all collected for you, checked, and delivered to you in one package!

Saves you time, saves going back for something you forgot—makes your replacement job a lot simpler.

Get them from your nearest Buick dealer. Quick and friendly service.





You'll save money—turn out better jobs—with . . .

ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

Buy them from your local Buick dealer

feel maybe the car isn't so new after all. There is SOME improvement, I'll admit.

In checking a number of hard-pedal complaints on Bendix brake jobs lately, I've found that some of the boys are trying to adjust them like they do a Lockheed job, thus setting the shoes so close they don't get advantage of the self-energizing action of the shoes. Sometimes they are eight or ten notches too close, instead of being backed off the 14 notches from hand-tight, like they should be. Must be a lot of fellows who either don't know or have forgotten the procedure.

Speaking of the self-energizing brake shoes, remember when we called it "wrapping action" on external brake bands? This wrapping action could be increased for more brake power without increasing pedal pressure to apply them, by moving the anchor on the band to the rear. But, as I recall it, it made 'em harder to stop when backing up.

Enough of this looking back—let's look ahead to a Happy New Year.

Yrs, Ed.

Pushing CLEAN Cars

(Continued from page 76)

car business.

The best advertising in the world is the man who tells other people about a good deal he got from you. Take the man who bought a used car from us the other day. He wanted to switch over his battery from his old used car to the one he was buying. That just suited us, in fact, we encourage that sort of thing.

If that man's starter should fail to turn the engine the next day, he's not going to blame us. He won't be coming back the next day, certainly, to ask us for a new battery and he won't be able to say that we tried to conceal anything about his latest car. Of course, we try to condition a car satisfactorily before we sell it, by doing that we have been able to give a man a 50-50 deal for 30 days by which we pay half of the cost of whatever repairs may have to be made to his used car.

If you don't think it pays to deal openly with men, then consider the man who walked in the other day, glanced at a car in which we had installed a new engine and plunked down $1,800 for it. He didn't even turn over the engine first but merely said, after paying us, that if he had any trouble he'd see us later. Then he started the engine!

That's the kind of customer wanted by all dealers! And we think we have a lot of that type. That particular man has been buying used cars from us for the last 12 years.

Three-Pronged Policy

(Continued from page 64)

drivers just aren't going to do that!

The third element in our program is concerned with an over-all policy of carrying out the Golden Rule. Religion in everyday, workable form can—beyond any doubt—be applied in one's business. The Bible teaches fair dealing with your fellow-man, and that is what we have tried to follow out.

We're not perfect and we don't have the answers to all the questions which come up on the used car lot, but we do feel that we're losing very few friends out there on that lot. And, meanwhile, we do know that we're adding friends by our three-pronged policy. You can't have too many friends in this business!

More than 87 per cent of U. S. farmers own automobiles and 36.5 per cent of them have trucks, according to a recent survey.

STOP THAT LEAK!

—anywhere in the cooling system

- SWIFT
- SURE
- SAFE

BY THE MAKERS OF:

Warner Radiator Cleaner
—to thoroughly clean the cooling system

Warner Cooling System Protector
—to prevent rust and corrosion

NATIONALLY ADVERTISED PRODUCTS

Warner

A FAMOUS NAME IN AUTOMOBILE HISTORY

Warner Cooling System Compounds 920 S. MICHIGAN AVE., CHICAGO 5, ILL.

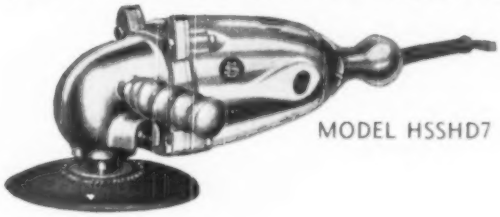
IT'S NEW....IT'S MARVELOUS!

IT'S THE
WORLD'S FASTEST AND MOST POWERFUL
7-INCH UNIVERSAL ELECTRICAL SANDER

ESPECIALLY DESIGNED FOR THE EXPERT BODY MAN

- 20% FASTER CUTTING
- NEW LIGHTER WEIGHT DRUM
- NEW HIGH SPEED MOTOR

- drills
- grinders
- surfacers
- polishers
- sanders
- tappers
- hole saws
- buffers
- valve seat grinders
- valve refinishing shops
- flexible shaft machines



MODEL HSSHD7

- 5500 RPM
- better finish
- least wear on abrasive discs
- for grinding castings, welds, surfacing with cup or saucer wheels
- high speed production metal finishing for removing rust, paint and scale with wire brush and countless other jobs
- for use with Resenoid bonded grinding wheels

YOUR JOBBER HAS UNITED STATES ELECTRICAL TOOLS IN STOCK

The UNITED STATES ELECTRICAL TOOL Co.
CINCINNATI, OHIO

Solving Vacuum Booster Noise on Plymouths

The service department of Plymouth Division of Chrysler Corp. issued the following bulletin dealing with vacuum booster noise last month:

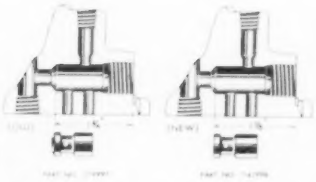
The August issue of the *Plymouth Product Information News* explained how to test an inoperative vacuum booster and how to eliminate blow-by noise. This noise is eliminated by removing *about half* of the horsehair filter packing from the upper exhaust opening of the intermediate body of the pump and inserting it into the lower opening which is immediately below. A test can be made by holding the thumb over both openings. If noise does not disappear, it may be necessary in some instances to add more horsehair.

The curled horsehair is used in the air passages to dampen the noise which is caused by the air pulsations within the pump. In no instance should all the horsehair be removed from one air passage to insert into the other, the bulletin stated.

Plymouths Have New Oil Pressure Relief Valve

An improved oil pressure relief valve was incorporated on current Model P-17 and P-18 Plymouth cars during the first week of October, 1949, Plymouth Division announced.

Slight modifications in machining of the cylinder block were made to



This cross-sectional view shows modifications in engine block to accommodate new type plunger.

accommodate the new type oil pressure relief valve plunger, part No. 1142998. This new type plunger can be used on engines built prior to this change. The old type plunger, part No. 1119997, cannot be used in blocks incorporating the machining, as it will not provide proper control of the oil filter discharge.

Willys-Overland Readies High-Compression Motor

Willys-Overland is now experimenting with compression ratios as high as eight to one in a new engine now in advanced stages of development. The engine, to be available in four and six-cylinder models, is being readied for the spring product program, according to Delbert G. Roos, first vice-president of Willys.

While the power plant is approximately the same size as that in the current Willys line, it has an appreciable increase in horsepower and some features not found in other American automotive engines, Roos stated.

He said that tests now under way show a remarkable improvement in fuel economy and that horsepower and torque per cubic inch displacement compare favorably with the best published results in Europe and the United States.

Krause Heads Buick Service

E. J. Krause has been appointed general service manager of Buick Motor Division. He joined the division in 1923 and has held a number of service positions, including assistant zone service manager at Kansas City. He had been assistant general service manager since 1945.

more **power** to you . . . with **PYROIL**

Wintertime is no time to risk the smooth, dependable running power of your car. When you add Pyroil, you prevent "dry starts" and battery drain — the hazards of winter driving with low viscosity oils.

Pyroil, with its special properties of clinging to piston and cylinder surfaces, maintains the constant lubrication protection your car needs more than ever for low temperature driving.

Add Pyroil . . . add more powerful miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN! An attractive Pyroil metal savings bank—takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.

PYROIL COMPANY
466 Main Street
La Crosse, Wisconsin

Canadian Distributors
Central Purchasing Agencies, Ltd.
Toronto, Ontario

more **profit** to you . . . with **PYROIL**

Wintertime is never slow *profit time* with Pyroil. Motorists know of the many benefits and the constant lubrication protection Pyroil gives their cars the year 'round, and especially during winter. Your dealers too, can make up to $25.00 extra profit every week by simply asking their customers, "Should I add Pyroil?"

PYROIL A DEMAND PRODUCT

has been nationally advertised in leading publications continuously since 1932—plus radio advertising in major markets.

Let a factory representative tell you the complete merchandising and promotion program.

Southern Representatives

Southeast
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Hiesig-Frazier Company
807 Cotton Exchange Building
Dallas, Texas

get your full share of profits—not just a part—

DELCO ALONE

OFFERS A COMPLETE LINE OF SHOCK ABSORBERS

Only Delco Offers the Right Type of Shock Absorber for Every Car! Delco—and only Delco—makes a *complete* line of shock absorbers. Single-acting, double-acting, knee-action or direct acting . . . Delco makes them all! Whatever type of shock absorber your customers need, you have it with the Delco line.

Only Delco Can Supply This Huge, Continuous Market! Over 65,000,000 Delco units are in use today. That assures you of a large presold market for replacement and repair. Then, too, *every* car owner is a potential customer because Delco—and only Delco—builds shock absorbers to fit *every make of car!*

Only Delco Offers Such a Sales Opportunity! Delco's one line, one quality, one price . . . give you a greater-than-ever sales opportunity. Make Delco the choice for your customers. Make Delco your key to greater volume of shock absorber business.

LET THIS DELCO MERCHANDISER BOOST YOUR SALES

This sturdy, durable, all-steel merchandiser is designed to catch the eye of your customers . . . to give sales volume a lift. Put this display to work . . . let it promote new sales of shock absorbers for you. Your local United Motors distributor can supply you.

UNITED SERVICE MOTORS

DELCO SHOCK ABSORBERS—
A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

DELCO *Hydraulic Shock Absorbers*

DEALERS SIGNED
HIT NEW PEAK
BECAUSE ONLY

AUTO-R.S.D. plan gives

1 Maximum Profit . . .

2 R.S.D. Prices on Fill-in Orders

3 Flexible Stock to cover all popular Cars and Trucks

4 Tested Promotion Helps and Factory Mailings

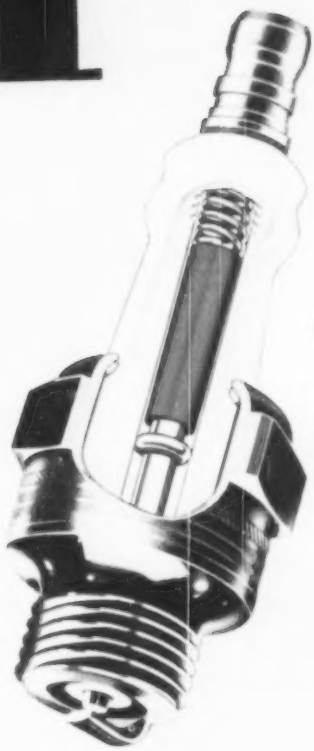
. . . * AND BACKED BY THE BEST ADVERTISED

Television Radio Magazines

LITE*

you all 4...!

. . . be sure you consider fully the benefits that come from the 4 big advantages of the Auto-Lite R.S.D. (Registered Service Dealer) Plan, plus the exclusive benefits that are yours with the sensational Auto-Lite Resistor Spark Plug. It means maximum profit for you, so get the details now from your Auto-Lite Spark Plug jobber or write to



A deal as outstanding as the New **RESISTOR** spark plug

THE ELECTRIC AUTO-LITE COMPANY
Merchandising Division
Toronto, Ontario — Toledo 1, Ohio

Auto-Lite Spark Plugs—Patented U.S.A.

NAME IN THE AUTOMOTIVE AFTER MARKET!

Newspapers Farm Papers Displays

You Can Really See Safety Lying in Your Hospital Bed

By C. N. McCAIN
Greenville City Garage, Greenville, S. C.

As I lie here in a hospital bed, it seems like my aching back will be out of commission for quite a spell. It hurts if I cough, it hurts if I laugh, it hurts if I breathe deeply—and turning over in bed is out of the question at the present time.

It'll get well, I hope, but it's a heck of a lot of pain—all because of a hurried, careless step. It was intended for a step up from the tail gate of our pick-up to the counter balance on the rear of our bulldozer, but really was a step down when my left foot slipped off the gate and I went down between the machines, striking my back on the gate just before my feet hit the ground.

That's enough of that, but it seems there is plenty of time to think about some accidents and accidental fires of the past. Several years ago a mechanic washed a greasy battery box with gasoline (the battery was out), then laid his drop light down in such a way it rolled into the box. An oversize bulb had been put in socket and the wire cage fitted tight around the bulb and when it rolled into the box the bulb was broken. There was a bang and then flame—in the box and on the mechanic's hands. Part of his sleeves was burned away before the flame was smothered. Ten weeks out of the shop and plenty of pain, I know, because that mechanic was I.

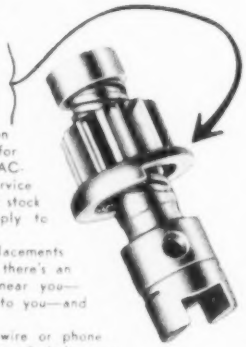
A fellow worker splashed gasoline on a Bunsen burner, supposedly out, but burning low in the throat. He attempted to carry the flaming container outside but had to drop it. Flames shot up to his neck and an old colored preacher ran and pulled the excited man out of the fire. Gasoline is seldom used for cleaning now but less than a month ago a shop near our place was being cleaned with another type of solvent and caught fire.

Less than a year ago I saw the remains of a battery that had exploded from welding heat—and electric welding at that. A good battery was lost, along with a good suit of overalls. But the welder's shield saved a good pair of eyes.

Hammers not properly wedged on their handles can play the devil. Bent or stretched locking rings on truck tire rims are especially dangerous. We know all these things but everything goes okay for a while and we get too blamed careless. If we just refuse to think as we work, we may have the chance to do so while we are recuperating. I said "may have."

I've seen a band saw take off and do a hula-hula all over the wood shop. I've seen part of a burst emery wheel make a lasting impression on a 4 by 6 oak stud in the shop.

ONLY
Accurate
REBUILT
STARTER DRIVES
HAVE
PERMA-WEIGHT*



*ACCURATE screw-type drives with the PERMA-WEIGHT GEAR . . . assure at least a 30% more efficient drive than others . . . The Counter Weight Cannot Come Off! This exclusive ACCURATE development has been the foremost feature of ACCURATE drives for nearly two decades. But there's more . . . ACCURATE starter drives provide a complete service to the automotive jobber and trade . . . ONE stock . . . ONE catalog . . . ONE source of supply to service every vehicle.
The ACCURATE clutch and barrel-type replacements carry exclusive features, too. And remember there's an ACCURATE warehouse supply near you—speeding your exchange drives to you—and saving you freight costs!
For further information, write, wire or phone ACCURATE PARTS, INC., Kokomo 3, Indiana or ACCURATE PARTS-WEST, Oakland 3, California.

ASK FOR Accurate . . . KNOW YOU ARE GETTING THE BEST

WAREHOUSED BY: Tripp Auto Elec. Exch., Atlanta ● H. & M. Parts Whse., Jacksonville ● D. & C. Prod. Co., Richmond ● S. & S. Sales Co., Nashville ● Kimco Auto Prod. Co., Memphis ● Lee Electric Co., Dallas ● Metro Auto Elec. Co., Amarillo ● Waco Arm. & Gen. Wks., Waco ● Howard Campbell Co., San Antonio ● Dehay Automotive Whse., Houston ● Unit Parts Co., Oklahoma City

"Have a Goal and Shoot for It"

that's Bob's Motto

Reading Time: 1 min., 56 seconds

As a star forward on his highschool basketball team, Bob spent many hours practicing at "shooting goals." His Dad once told him the object of that game could well be applied to life in general. "Pick a worthwhile target," the old man explained. "And never stop aiming at it." So Bob gave a lot of thought to a career before deciding that his goal would be a retail automobile business all his own.

While still at his studies, he worked part time in the service shop of his neighborhood automobile dealer. Money saved went toward buying used cars which he reconditioned himself and sold at a profit. Even after graduation he continued in this activity, and the knowledge gained has repeatedly served him well.

Bob was scarcely twenty when he learned of an opening with a large automobile financing company. "They needed an adjuster," he recalls, "and I had to talk fast because the man I interviewed thought I was too young for the job till I convinced him that I knew a lot about cars and their market values."

His rise to management of a big midwest branch office covered a period of 18 years. Bob thinks his most fortunate break came when he was transferred to Mexico City to straighten out some difficult collection problems. "Of course," he says, "that meant plenty of hard work and cautious diplomacy with our Latin neighbors; but I had the good fortune also to meet a former school teacher from Iowa . . . a member of the lively American colony there. I did a swell job of 'collecting' her, too, and we now have a couple of growing daughters."

Back to the home office came Bob when his task there was completed and a well-earned promotion followed. But, again his thoughts turned to a business of his own. Shortly afterward an opportunity arose for him to become an automobile dealer. After three years of this experience and close observation of competitive opportunities, he decided that a Dodge-Plymouth dealership offered the widest scope for his energy and experience.

Bob spent several days talking with the sales executives at the Dodge main office in Detroit. His long years in related activities, plus his immediate background as a dealer seemed promising to them. So Bob is now established in one of the nation's largest and most competitive markets and, as he puts it, "I'm getting my full share of the business, too."

Write for our free booklet containing a number of these stories of accomplishment by enterprising men. Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Michigan.

Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value

wall. Thank God, it was the oak stud and not my head. Safe grind wheel speed with effective guards are prime requisites. Good light and goggles are essential. And by all means let us learn to hold our work to the wheel properly; it may save the inconvenience of having the part suddenly snatched from our hands and thrown at (or through) us.

Even the harmless-looking old crowbar standing in the corner can fall and unjoint your pet toe. I saw one slip its pry hold and neatly (but not painlessly) remove two front teeth for a fellow under the car. There're "Watch Your Step," "No Smoking," "High Voltage" and many other signs, but unless we keep tuned to the old saying, "Eternal Vigilance Is the Price of Safety," we can expect a hospital bed sooner or later.

The '50 Chevrolet Bows

(Continued from page 63)

600 r.p.m. Displacement is 235.5 cubic inches with bore and stroke at 3 9/16 by 3 15/16 inches. Power output of the car without the automatic transmission has been boosted by engine refinements to 92 horsepower at 3,400 r.p.m. The cubic inch capacity is 216.5 with bore and stroke 3½ by 3¼ inches. Each of the six-cylinder passenger-car engines follows the traditional valve-in-head design.

The new "Power-Jet" carburetor, used on both engines, is said by company engineers to eliminate "lean" periods in gasoline feed and to give quicker warm-up in cold weather.

The carburetor has a concentric float bowl which reportedly prevents any "starvation" of the fuel metering jet regardless of sudden starts or the level of the load. Other features mentioned in a company announcement include a central location of the main discharge nozzle to eliminate gas spillage and a guard against vapor lock through the "bedding" of metering jet in cooler fuel.

The manifold has been re-positioned and hydraulic valve lifters have been installed. The axle ratio has been reduced from 4.11 to 3.55 to lower engine speeds.

The "Powerglide" transmission overcomes some of the objections to earlier automatic transmissions, company engineers said. Through check vanes in the converter, the car does not "free wheel" once the throttle is released, giving better control on down grades. Valve control of the hydraulic fluid is said to be more positive. Reverse and low gears are fitted into a compact unit, permitting better response when the gears are alternated, as might be necessary in "rocking" the car out of snow, sand or mud. In the "Park" position, the gears are locked to prevent rolling. In neutral, the car may be pushed to gather momentum for the emergency engine starts which might be necessary with a dead battery.

A direct drain has been added to prevent gasoline stains on rear fenders. Ventipanes have been modified against wind noise.

A new body style has been added—the Bel Air six-passenger coupe—with the lines of a convertible but with a solid top. Two- and four-door sedans, a sport coupe, business coupe, convertible coupe and all-steel station wagon are also available.

But Schlecht Doesn't!

"Some people go 'round in circles, others get circles from going 'round," was the comment based out in a recent bulletin from Joseph A. Schlecht, secretary and manager of Greater St. Louis Automotive Association, Inc., St. Louis, Mo.

The One and Only

Thermoid Custom-Built Brake Lining is the one and only brake lining carrying the famous Pittsburgh Testing Laboratories Seal . . . certifying that "the lining in the package is correct for the brakes with which the car specified is equipped." Thus, with Thermoid Custom-Built Brake Lining you eliminate all guess-work and give your customer "the safest thing on wheels." Ask your Thermoid distributor about CB Sets and Thermoid Precision Processing Equipment, which guarantees a top quality relining job every time.

Watch for "The Safest Thing on Wheels" Thermoid's instructive new talking movie. Your Jobber will inform you when this Film will appear in your locality.

Thermoid Company • Trenton, New Jersey

PITTSBURGH TESTING LABORATORY · ENGINEERS AND CHEMISTS · ANALYSIS INSPECTION TESTING RESEARCH

Thermoid

Brake Linings • Clutch Facings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Thermoid Precision Process Equipment.

6 days and you're in the profitable Carburetor Rebuilding Business!

New HYGRADE FINGERTIP SYSTEM

THAT'S RIGHT! Even if you never monkeyed with a carburetor before, you can start with the new Hygrade Fingertip System in your own shop next Monday and by Saturday you can be turning out as smooth-running a job as some of the top men in the business. In a short while, you should be able to rebuild most carburetors in less than an hour by this new method. *And only $69.75 puts you in business!*

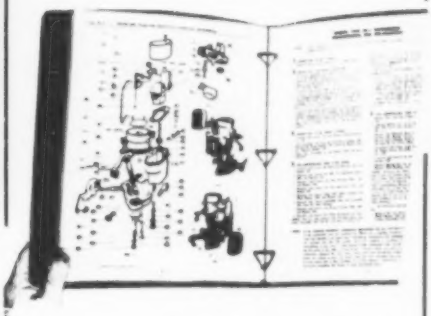
DON'T BUY LABOR, SELL IT. Only one hour's work a week (1 carburetor job) will make you $400 to $500 *extra* profit a year. And at that rate, in only 10 weeks you will get back your *entire* investment from *profits* alone and still have all the tools and more than half the kits. But you can do much more than that . . . one out of every four cars that come into your shop needs a carburetor job.

AND REMEMBER: every minute of your spare time can be put to profitable use, including the time to make a round trip to pick up an exchange carburetor. *What's more, you insure your reputation.* You *know* that your customer's carburetor has been *completely* rebuilt with brand new parts.

$69.75 PUTS YOU IN BUSINESS

You get a complete Hygrade rebuilding outfit: the priceless Hygrade Manual; all the tools and equipment you need; cabinet; outdoor sign, banner, etc. This outfit is easily worth $400.

HERE'S HOW THE HYGRADE SYSTEM MAKES CARBURETOR REPAIRS EASIER, QUICKER



NOT JUST A MANUAL, BUT A COMPLETELY NEW SYSTEM!

Shows you how to put your finger on the trouble spot in a matter of seconds. How to repair without disassembling more than you absolutely have to. These clear, step-by-step instructions, arranged in sequence of assembly, tie in with the large exploded-view drawings and photos. The location of parts on these pictures is so easy that parts practically fall into place by themselves.

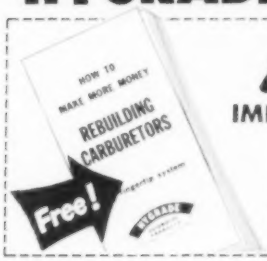
ASSEMBLIES PACKED IN SEPARATE ENVELOPES

All the parts for each assembly are packed and labeled in separate envelopes to match the new system. You work right along with the manual — envelope by envelope. As you finish each assembly, you automatically use up all the parts in that particular envelope. You can't go wrong!

RUSH COUPON TO:

"HYGRADE" 35-37 Thirty-fifth Street Long Island City 1, N. Y.

By the makers of Blue Streak Ignition Products



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HYGRADE PRODUCTS DIVISION, STANDARD MOTOR PRODUCTS, INC.
35-37 Thirty-fifth Street Long Island City 1, New York

GENTLEMEN: Rush me your Free booklet, *without obligation.*

NAME

ADDRESS

CITY ZONE STATE

MY JOBBER IS

PASTE ON PENNY POST CARD

Chevrolet's Transmission

(*Continued from page 88*)

pump is locked on the hub of the primary pump. The two "wheels" have now become one unit (at about 30 miles per hour) with two sets of vanes swirling the oil—and the turbine.

This condition approaches what is commonly known as the "fluid coupling." The engine is driving both pump and turbine at a torque ratio practically the same as its own. Further acceleration then becomes a matter of the engine's speed of rotation.

The second major element, the planetary gearset, consists of the low and reverse gear mechanism and its hydraulically-operated actuating devices—a clutch and two brake bands. The entire group of seven gears and pinions is so small that it can be held in one hand. Under all normal driving conditions they are not necessary, but are needed for backing up and for situations where high torque at low speed is required. The carrier in which the gears are contained is less than four inches long.

The hydraulic control system which governs all operations is centered in a valve body which contains two valves, or stems, with a series of circular shoulders. One is connected to the selector lever beneath the steering wheel and is positioned by that means. The other, called the pressure regulator valve, is automatically positioned with relation to the engine speed by a combination of hydraulic pressure and engine vacuum. This vacuum control feature might be likened to the automatic spark control which has long been in use. Its value lies in the fact that it eliminates any mechanical linkage which might suffer maladjustment due to wear or shock. Two oil pumps provide the necessary pressures—one connected with the engine for starting and the other with the rear wheels for driving. A thermostat in the system controls the circulation of oil through a cooler inserted in the engine cooling system.

Driver Controls Transmission

Operation of the transmission is controlled by the driver. By means of the selector lever, he can establish any one of the five conditions.

In Park, the car is positively locked and cannot be moved, since a toothed pawl is directly engaged with a gear inside the transmission. The car will hold on the steepest hill and, since the engine can be started under this condition, the car will move as soon as the selector lever is set in the drive position desired.

In Neutral, the engine cannot transmit power to the rear wheels but the car is free to roll and the engine can be started. Also, the car can be pushed to start a stalled engine, by shifting to Low, at the low speed of 12 to 15 miles per hour.

In Drive, the engine is connected through the torque converter and the gearset directly to the rear wheels.

In Low, high-power performance is obtained through the gearset, thus combining hydraulic torque conversion with gear reduction. The position can be used advantageously for ascending steep hills. It also provides braking when descending hills. Unusually fast acceleration may be obtained by starting in Low and shifting to Drive. This should not be done above 40 miles per hour.

In Reverse, the same combination of torque and gear reduction is obtained to supply high power. Car can be "rocked"—forward and back—by shifting the selector lever while the engine is running steadily at low speed without any pause between

...and the price is always right!

Prime manufacturers of—

BRASS FITTINGS (1/8" to 5/4" tube size)
FUEL and OIL LINES (Gasoline, oil and diesel fuel lines for automobiles, trucks, buses, tractors, made from metal lined hose, neoprene hose, or copper tubing)
GREASE FITTINGS
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OTHER FAST-MOVING SPECIALTIES

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966 Dean Street, Brooklyn 16, N. Y

WINNING COMBINATIONS

YOU and UNITED MOTORS LINES

The *winning combination* in *your* business calls for just what United Motors has to offer: (1) products that are used as original equipment on the country's leading cars, trucks and buses; and (2) support for its dealers which includes accurate, up-to-the-minute service and parts data on old-model as well as current-model vehicles. The combination of yourself and United Motors lines *could* be a winner . . . talk it over with your United Motors distributor, or write directly to us.

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DELCO Batteries
AC Gauges, Speedometers and Rebuilt Fuel Pumps
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DELCO Radio Parts
HYATT Roller Bearings
DELCO Home Radios and Television
INLITE Brake Lining
DUREX Gasoline Filters
HARRISON Heaters
DELCO Shock Absorbers
NEW DEPARTURE Ball Bearings
GUIDE Lamps
HARRISON Thermostats
DELCO-REMY Starting, Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes

UNITED SERVICE MOTORS

shifts during this operation.

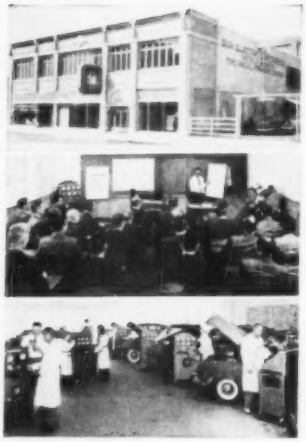
Operating features of the transmission may be summed up, engineers said, as: smooth, continuous power flow with no jerky starts and no pauses for shifting; vibrations blanketed because of no mechanical connection between engine and wheels; quiet operation because oil does the work instead of gears, and "braking" by means of the engine because of the overrun coupling vanes.

Chrysler Corp. spent $23,000,000 for changes in its 1950 models.

Ford's Egyptian Plant To Start Production

Ford Motor Co.'s plant at Alexandria, Egypt, is near completion and will be producing and servicing various types of Ford automotive and agricultural equipment by early spring, officials have announced.

The plant, said by Ford to be the largest automobile assembly plant in the Middle East, will do the complete assembly of Ford trucks and passenger cars and also handle distribution of tractors in the area.



Three new courses for automotive service men are now being offered at the Sun Electric Corp. training center in Detroit, three views of which are shown above. They are: a four-week engine-diagnosis course, a one-week operator's course and a fleet maintenance course. The latter two are being offered on demand in the other Sun training centers throughout the country. New centers at Kansas City and Dallas will open soon to supplement the nine in operation.

BODY SEAMS DOUBLE LOCKED AND SECURELY CRIMPED AGAINST LEAKS AND BLOWOUTS

ONE PIECE SPUN ON END CAPS INTERWOVEN WITH BODY TO MAKE SEALED GAS TIGHT CONNECTION

THE FINEST QUALITY MUFFLER ON THE MARKET AT NO EXTRA COST!

- HEAVIER 20 GA. STEEL BODIES
- DOUBLE STRENGTH 18 GA. END CAPS
- BAFFLE SUPPORTS SECURELY WELDED — AVOIDING LOOSE PARTS
- ENGINEERED FOR LOW BACK PRESSURE AND SILENCE
- FACTORY DUPLICATE DESIGN ASSURES PERFECT FIT AND EASY INSTALLATION
- UNCONDITIONALLY GUARANTEED!

YES! Hy-Power Mufflers are the Finest Quality — At No Extra Cost!

NEW CATALOG SHOWING OUR FULL LINE OF MUFFLERS, TAILPIPES AND EXHAUST PIPES NOW AVAILABLE

LION AUTO PARTS & MFG. CO., INC.
1920 SOUTH MICHIGAN AVENUE • CHICAGO 16, ILLINOIS

Carter Picks Plainview For Advertising Test

Plainview, Texas, was one of four cities chosen by Carter Carburetor Corp. for a recent advertising campaign, W. E. Britain, owner of Owens Electric, Plainview, reported. The city was selected to represent the 15,000-population class. Other population classes were one million, 500,000 and 250,000.

"We consider it quite a distinction for Plainview, here on the high plains of Texas," Britain said. "The campaign went off very satisfactorily with quite an increase in business for all concerned." Owens Electric is an outlet for Carter parts and service.

Browder Will Direct Hudson Advertising

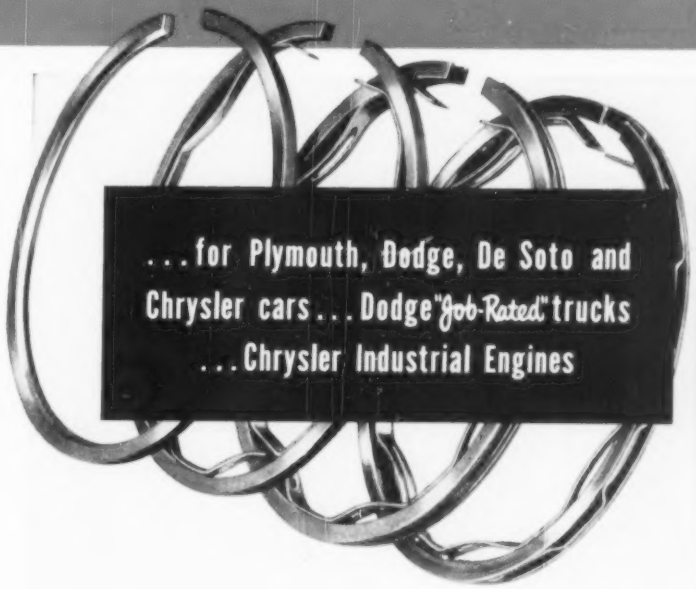
George R. Browder is now director of advertising and merchandising for the Hudson Motor Car Co., succeeding M. M. Roberts, who has retired after 15 years with Hudson.

Browder has been in the automotive business for 30 years. He held several zone and sales executive positions with General Motors Corp. before joining Hudson last fall.

Wise independent repairmen install

MoPar

POWER-PUNCH PISTON RINGS



...for Plymouth, Dodge, De Soto and Chrysler cars... Dodge "Job-Rated" trucks ...Chrysler Industrial Engines

ENGINEERED

INSPECTED

SUPPLIED by Chrysler Corporation

Easy to Use

Convenient packaged sets of MoPar Power-Punch Piston Rings include full installation instructions.

Easy to Get

You can get MoPar Power-Punch Piston Rings from dealers handling Chrysler Corporation-built vehicles.

TWO TYPES AVAILABLE

1 **OIL SAVER SETS** *for new or re-bored cylinders.* Engineered to seal compression, allow lubrication of cylinder wall, prevent scuffing, control oil consumption.

2 **OIL MASTER SETS** *for re-ring jobs.* Restore compression and oil economy without reboring, prevent scuffing, allow necessary cylinder wall lubrication.

You can get MoPar parts from dealers FOR

PLYMOUTH • DODGE • DE SOTO • CHRYSLER CARS
DODGE "Job-Rated" TRUCKS
CHRYSLER INDUSTRIAL ENGINES

USE CHRYSLER CORPORATION MoPar PARTS AND ACCESSORIES FACTORY ENGINEERED AND INSPECTED

It's Trading Time Now

(Continued from page 64)

or two other orders were brought back, by train, to Atlanta.

But perhaps that was time well spent because frequently the month's pay amounted to $125. And any salesman can appreciate the thrill of wiggling through all kinds of unpaved roads and eventually getting an order for a $6,000 job. Occasionally we even sold as many as three of these expensive cars to one man. Then it was difficult for us to strutt back through the office door upon returning to Atlanta, as we felt pretty big indeed.

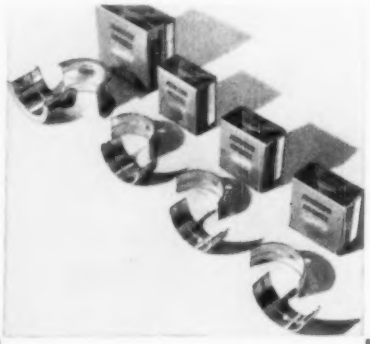
Servicing cars in those days—cars of this luxury class—was equally easy. It seemed that the wealthy purchasers of Pierce-Arrows felt that we were the only company with mechanics trained to work on their vehicles. The result was that we had to send a mechanic by train when there was trouble with a car in one of the five states in which we distributed this make.

Some younger men in the business have wondered whether we would prefer to go into the business in 1915 when all this was going on or go into the business today. Definitely we would prefer the "good ole new days" to those "good ole days" as the turnover is so much greater now and the remuneration is more satisfying.

There was a time, as any of the "old-timers" will recall in their cities, that we knew personally every prospect in our community. Today there are a lot of fine homes in Atlanta with their owners' names on the outside and we haven't the remotest idea who those people are. We'd like to know them because they might be prospects, but there are too many people now to know all of them and it seems that our competitors take care, somehow, of those people we don't get around to see in a city of more than 500,000.

But despite the changed times pointed out here, it's still the best business on earth and if I had a son who seemed to be interested in it, I would encourage him to jump in.

If he liked the business and if he had that trading instinct, then he'd be the right man for the job.



Sell and Install JOHNSON BEARINGS in Complete Sets

THE cost of Johnson Bearings is only 1/3 to 1/5 of the complete job. When the motor is down, it is wise to replace all bearings, regardless of their condition . . . the labor charge remains virtually the same, the bearing cost is comparatively small. Motor performance will be greatly improved with all new bearings . . . motor life greatly lengthened.

Johnson Bearings, packed in complete sets for all leading makes of cars, trucks and buses, are available at automotive jobbers everywhere. Write today for the Johnson Bronze catalog.

Johnson Bronze
SLEEVE BEARING HEADQUARTERS
565 SOUTH MILL STREET • NEW CASTLE, PA.

Personal Phone Calls

(Continued from page 67)

likes that and he likes to talk with the boss. In person.

"Therefore, he comes back. And 75 per cent of the people I call come back. I don't know of any way I could invest my time better."

Cook never attempts to contact owners at night, for that has been tried, and it was found that night calls do more harm than good. Also, most of Cook's calls are to regular customers, rather than new Cadillac owners. Calls are made during business hours, but it is difficult to get put through to a Cadillac owner not on the former list. It is not so difficult to reach an Oldsmobile owner by phone.

Therefore, the owner list is used to a great extent for the mailing of literature and Christmas cards and most of the telephone effort is devoted to the names in the shop ticket file.

By telephone, it's easier to get an old customer back than it is to convert a new customer. So Cook invests most of those 15 hours a month in calls to former customers.

The practice has been paying handsomely through the years. And now, while many shops show a loss in volume, Bert Cook wants to recommend that the boss wash his hands and invest some time in telephone calls.

"But be sure and make it a personal call from you to the former customer," he advises.

Easy to Install DELCO-REMY DISTRIBUTOR RENEWAL PACKAGES

Popular renewal package assortment No. 1915884

You can be sure of satisfactory performance and of satisfied customers when you service Delco-Remy distributors with these genuine Delco-Remy renewal breaker plates — now packaged for your convenience. They are easy to install without special tools and, because they are Delco-Remy built to original equipment specifications, they are bound to fit.

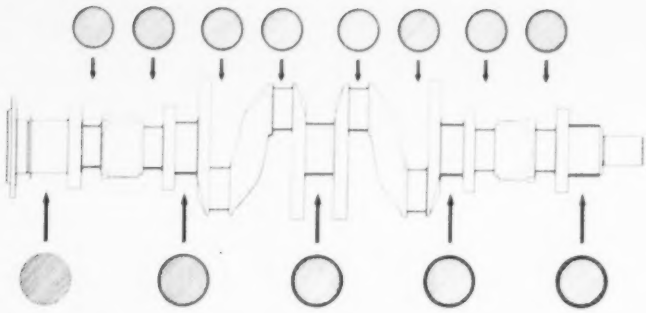
Delco-Remy packaged distributor renewal breaker plates fit scores of six- and eight-cylinder models, cars and trucks, both old and new. Order the popular assortment containing six packages — four breaker plates with contact points, condenser and molded bearings, assembled; two breaker plates with molded bearings only. Get your supply today — through your UNITED MOTORS DISTRIBUTORS.

UNITED SERVICE MOTORS

DELCO-REMY — A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Delco-Remy
DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

WHEREVER WHEELS TURN OR PROPELLERS SPIN



The dark areas denote increase in bearing journal size on the Buick F-263 engine. One uniform diameter of 2 9/16 inches is used, replacing five diameters in former model.

Buick Revamps Engine

(Continued from page 66)

duced for quieter operation and the projected height of the fan has been increased.

To achieve a more compact engine arrangement, the air-cleaner support bosses have been removed from the intake manifolds and the air cleaner is now mounted crosswise and is supported by a bracket from the rocker arm cover. The carburetor has been redesigned to permit a shorter, four bolt flange connection.

All bodies are lower and over-all lengths are shorter but width is greater and internal dimensions are greater. Moving the rear seat farther ahead and incorporating a new floor design helped to achieve this.

Steering linkage has been changed on Series 40 and 50 models to provide a positive clamping arrangement of the tie rod ends to both the short and long intermediate rods. Tire sizes have been increased on most models to provide greater stability.

The latest in car radios — the Selectronic — is available as optional equipment on the 1950 line of Buicks. The radio can be tuned automatically by either the hand or foot control, as shown above, and can be tuned manually by control knobs placed on top of the radio grille. The tuner automatically selects stations of sufficient strength as it moves from the low-range kilocycles to the higher range, or from left to right on the dial. If the station selected is not to the driver's liking, another push on the button sends the selector into action again. When it reaches the high-frequency end of the dial it automatically returns to the low and repeats its upward search for a new station.

NOW! Perfect Stocking WITH ECHLIN Visumatic SELLING & SERVICE!

It's *visual*...it's *automatic*, hence VISUMATIC! That's the big idea of the sensational new ECHLIN VISUMATIC Selling and Service Program. Here you have an orderly, sales-active stock of the Ignition Parts you *need*...*only* as *many* as you need for quick turnover...and constant VISUAL control *every* day! No obsolete items, no overstocking, no Parts hidden away, no "forgot-to-order" Parts.

Space prevents our telling you here ALL the features of ECHLIN VISUMATIC Selling and Service. Ask your Jobber about it today! He can give you your choice of 19 VISUMATIC Assortments and show you how the VISUMATIC System makes *automatic* sales.

VISUAL STOCK CONTROL
•
SNAP-IN SHELF DIVIDERS
•
ROOM FOR EXPANSION
•
PERPETUALLY BALANCED STOCK

ECHLIN Ignition

CONTACTS
COILS • CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

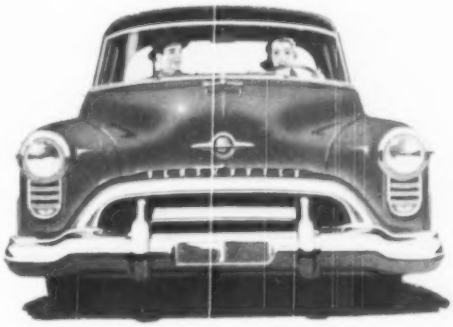
ECHLIN MANUFACTURING COMPANY
228 EAST STREET • NEW HAVEN 5, CONN.

OLDSMOBILE ROCKETS AHEAD!

Hydra-Matic Drive, at new reduced price, now optional on all Oldsmobile models.

GLAMOROUS NEW FUTURAMICS! BRILLIANT "ROCKET" ENGINES! NEW WHIRLAWAY HYDRA-MATIC DRIVE!

Oldsmobile dealers everywhere are now displaying . . . Oldsmobile's New Futuramic Fleet! The Futuramic "98"—Oldsmobile's *glamor* star! "Rocket" Engine! New Whirlaway Hydra-Matic! Lowest, widest Fisher Body in Oldsmobile history! The newly styled Futuramic "88"—Oldsmobile's *action* star! "Rocket" performance now even *smoother* with new Whirlaway Hydra-Matic! The Futuramic "76"—Oldsmobile's *value* star! It's the lowest-priced Futuramic car! "Big Six" Engine! And, naturally, Hydra-Matic Drive! That's the star-studded line-up that will help America's Futuramic dealer organization to . . . *Rocket Ahead* with Oldsmobile in 1950!



OLDSMOBILE

A GENERAL MOTORS VALUE

GOT A GOOD IDEA?

$5 will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered.

Time SAVERS

Locating Short Circuit In Window Lifts

Cars equipped with push-button controlled windows of the electro-hydraulic type are sometimes subject to shorts or grounds which keep the circuit breaker open and render the windows inoperative.

The most likely place for this trouble is near the switches in the doors, I have found. Since these switches are easily removed for inspection, much time often can be saved by looking there before attempting to trace out the rest of the wiring system.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Replacing Transmissions With Simple Tool

Guide pins are all very well for sliding those heavy transmissions into place, but what about those jobs where it is impossible to use them? Here's an idea that works well on most Ford products and might be adapted to some other makes:

Bend a rod of strong 3/8" round steel into the shape shown. This

will fit into the two upper holes of the clutch housing, the pointed ends being entered in the corresponding holes in the flywheel housing. This supported and held in alignment, the transmission can be slid into place against the flywheel housing.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

When Correcting Sticking Heat-Control Valves

It is difficult to keep manifold heat-control valves from sticking and seizing due to rust and corrosion where the shaft goes through the manifold.

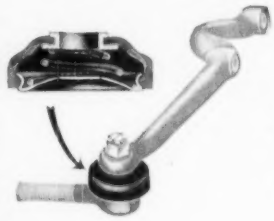
I use penetrating oil, tap with a hammer to free them and then squirt a mixture of baking soda and mineral spirits on the shaft at the hole

IT'S NEW

No. 462
STEERING LINKAGE KNUCKLE SILENCING CUSHION
for All Cars with Conventional Ball Studs

IT'S A CHAMP-ITEM

MECHANICS LIKE IT!



To Install: Remove arm from ball stud, place No. 462 over stud with large brass cup against curved surface of rod end and re-assemble. Apply grease gun to ball fitting.

Champ-Items No. 462—the sure, quick way to silence annoying steering linkage noise and eliminate play at the ball joint for more positive steering!

This specially designed cushion consists of a brass cup, brass bushing, bronze tension spring and a neoprene grease retainer. Designed to serve as a grease retainer and dust shield, No. 462 is furnished as an assembled unit ready to install. Another Champ-Items Time Saver—Money Maker! List 75c each.

ORDER FROM YOUR JOBBER

RE CONDITIONING CHAMP-ITEMS SHORT CUTS

CHAMP-ITEMS, INC.
6191 Maple Ave., St. Louis 14, Mo.

through manifold. The solution forms a protective glaze on the bearing surface and keeps valve working freely.—*Charles T. Levie, Minute Man Garage, Atlanta, Georgia.*

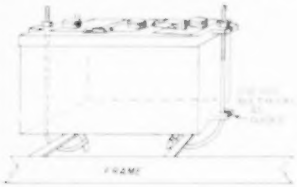
Seating Economizer Valves On Fords and Mercurys

New Economizer valves for Ford and Mercury carburetors (1938 to 1949) sometimes are defective and cause needless work to disassemble and install another new valve. Some new valves leak through the diaphragm and some leak at the tapered needle and seat above the diaphragm.

The diaphragm can be tested by mouth and if it leaks the valve is defective. The needle-and-seat condition will never worry you if you place each new valve on a wooden block with diaphragm down and strike top end of valve a light blow with a small hammer. This seats valve in soft die-cast metal.—*Charles T. Levie, Minute Man Garage, Atlanta, Georgia.*

Holding Pontiac and Olds Batteries in Place

Sometimes it is hard to hold batteries in place on Pontiacs and Oldsmobiles because the battery box base plate ends that hold the battery hold-down become weak and bend.



In these cases I take ordinary 12" hold-down bolts and bend them as shown in the illustration. The bottom edge will catch under the box at a frame opening.—*Morton Shot, Penn Brothers, Inc. (DeSoto-Plymouth), Baltimore, Maryland.*

Breaking Universal Joint On Standard Chevrolets

When it becomes necessary to break the universal joint on standard Chevrolets for any reason, remove four cap screws holding ball housing. Slide back to expose joint.

Remove speedometer shaft in housing. A small chisel will remove heads on the four soft rivets easily. Pry apart and replace with four 1/4" machine bolts and nuts. Spot weld heads in front half.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

When Correcting Leaks In Window-Lift Pump

I have noticed a few cases of leaks at the pumps of the hydraulic systems used for operating the windows on Lincolns and some General Motors cars. The fluid seems to run out of the pump casting just under the motor and since there is a flow of fluid whenever the windows are operated, the leak will, in time, exhaust the fluid in the reservoir and render the system inoperative.

The underlying cause of this trouble is a leaking seal around the armature shaft of the pump motor and of course the remedy is a new seal if one can be had. When no seal is available, there is a remedy which apparently lasts a long time.

Remove the pump and motor unit from the car and disassemble motor from pump by removing the long No. 10 screws which hold motor to pump. The upper part of the pump housing will now be exposed and it is an easy matter to drill two 3/16" holes which will allow the fluid which leaks past the seal to drain back into

AMMCO TOOLS, INC. 2110 Commonwealth Ave., North Chicago, Ill.
We are interested . . . Send complete information on Model 1450
Company _____
Individual Name _____
Address _____
City _____ State _____

the reservoir.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Installing Heater System In Chrysler Products

HERE is the way I install the All-Weather Comfort-System heater in Chrysler products:

I take a small amount of fine talcum (soapstone) and rub it on the rubber at front of heater. Then the heater blower assembly will slip in place easily.—*Woodrow J. Cunningham, Box 327, Marshall, Missouri.*

Replacing Crankshaft On Chrysler Cars

IT is not necessary to remove Fluid Drive and associated parts on Chrysler products in order to replace crankshaft. After pulling the pan and removing all parts necessary from the motor proper, such as main bearings, rods, etc., leave the shaft hung on one of the center main bearing caps.

Disconnect the linkage from the transmission and remove mounting bolts between bell housing and transmission. This allows Fluid-Drive unit and clutch to slide back approximately 1 1/2". It may be necessary to remove clutch fork from ball.

This withdraws the Fluid-Drive mounting studs from crankshaft. Now the crankshaft can be removed without any difficulty.—*Earl T. Cosens, 6536 46th Place, Riverdale, Maryland.*

Replacing Filler Plug In Fluid-Drive Units

WHEN attempting to replace the filler plug of the Fluid-Drive unit on a Chrysler-built car, the plug often slips out of the mechanic's fingers and falls under the unit, necessitating removal of the lower section of the housing.

To prevent this, I always drill a hole in the center of the head of the plug and wedge a short piece of

welding rod in the role to be used as a handle for starting the plug in the threads.

A No. 31 drill should be used and a short piece of 1/8" gas welding rod 3" or 4" long can be wedged in the hole, as shown in illustration, and used as a pilot merely by twirling it between the thumb and forefinger. Of course, after the plug has started in a few threads, the welding rod can be pulled out and the plug tightened with a wrench.—*Clifford R. Martin, Brunswick Vocational School, Brunswick, Georgia.*

Removing Broken Axle On Studebakers

ON SOME Studebakers the differential gears cannot be removed without removing the ring gear. This means that a broken axle can be hard to fix. If the axle breaks just ahead of the side gear, as it usually does, the removal of the inside represents quite a problem. You can pull the other axle and remove the entire rear end, but that is a large order.

The best idea I have seen is to insert a welding rod into a 3" piece of copper tubing and make it solid. Then carefully set the rod against the piece of axle with the copper tubing in the welding fixture.

When contact has been made, have a helper connect the ground clamp just long enough to strike an arc. After a second or so, simply pull the piece of axle out with the

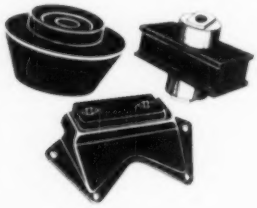
MIKE THE MECHANIC SAYS:

DON'T GUARANTEE THAT CLUTCH JOB

Until You've Checked the Motor Mounts

"No sense in taking any chances. I had a case the other day that backfired louder'n a firecracker. The fellow came bustin' back wondering what kind of a clutch job we did on his car. And you could'a hit us over the head with a jack — cause the guy was right. No, the clutch was OK! But the *old* clutch was so bad and noisy, we didn't notice how far gone the mounts were. So we found out the hard way — that you can still have clutch chatter even with a new clutch. Now, we give motor mounts the once-over before that car leaves our garage."

STEELASTIC



INSTALL STEELASTIC MOTOR MOUNTS

Brass plated metal gives permanent adhesion of rubber to steel. Steelastic mounts have this feature

The Anchor Line is the PROFIT Line

ANCHOR RUBBER PRODUCTS, INC.
1725 LONDON ROAD • CLEVELAND 12, OHIO

copper tubing now welded to it.—*Melvin J. Timm, Route One, Berryville, Arkansas.*

Locating Puzzling Miss On Ford Products

A few V-8 Fords and Mercurys develop a low-speed miss that puzzles mechanics. One cylinder will be completely dead though compression and ignition are perfect.

The cause of this trouble probably will be a crack in the branch of the manifold which supplies that particular cylinder. The crack is always on the underside and consequently can be seen only after removing the manifold.—*Lynn F. Smoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Checking Master Cylinders Under the Floorboard

When checking master cylinders or water in batteries which are under the floorboard, the floor mat is forever getting in the way.

This can be remedied by making a hanger from a battery clamp attach-

ed to a cord with a loop in the end. The loop is hung over the light switch, choke or throttle knob. The floor mat is lifted and the battery clamp is attached to it, holding it out of the way.

A hanger such as this is worth making and keeping with the battery-servicing kit or master-cylinder servicing tools.—*L. W. Letler, Letler & Son Garage, Abilene, Texas.*

Removing Floorboards With Rusty Screws

Here is the way I remove floorboards when the screws are rusty and can't be moved with a screwdriver:

Bend the washer up on two opposite sides, clamp vise-grip pliers on the upturned washer and either screw it out or twist it off.—*Raymond Calvert, Hill Top Auto Parts, Mount Washington, Kentucky.*

Installing Mufflers And Tailpipes

When installing tailpipes and mufflers, I first file the sharp edges and roughness from the inside of the outer pipe and also file the sharp outside edge from the inner pipe as they happen to fit.

They will now fit together very easily and without the hammering so harmful to the light metal. I think anyone who tries it will agree it's worth the few seconds it takes to do the trick.—*Lloyd Hazelrigg, Barnett Sales Company, Ottawa, Kansas.*

Correcting Low Output Of Lincoln Heaters

We had some trouble with heaters on 1949 Lincolns because they were not putting out enough heat and customers were complaining. We put high-temperature thermostats on the cars and checked for air lock but this did not correct the trouble.

For some reason the water pump did not make the water circulate through the heater fast enough so I disconnected the heater hose from the water pump and put it in the lower hose, as the old models used to be.

This was the heater puts out plenty of heat.—*R. C. Gonzalez, B & G Motor Company, 7th at Shawnee, Leavenworth, Kansas.*

National PARTS CREATE MORE Repair Business for YOU!

- They Can Be Sold When A Major Repair Can't Be
- Can Be Installed Before Major Repairs Are Needed
- Fast, Easy Installations, You Can Handle More Jobs

You can multiply your PROFITS by installing National Parts prevent the need for major remore repair business. The unique features of National Parts prevent the need for major repairs. These low-cost, preventive repairs can be sold easily at the first sign of lubricant leakage, noise and vibration around the "U" joint, ball housing and ball seat.

Because National Parts & Assemblies can be installed without tearing down the differential and because they save the cost of expensive replacement parts, major repairs can be sold when they might otherwise be put off indefinitely. Quicker repairs made possible by National Parts & Assemblies enable you to restore you customers' cars and trucks to their original, splendid operating condition at comparatively low cost.

Saves Buying A New Drive Shaft

•

Repairs Worn Drive Shaft and Seal

•

CAN BE INSTALLED IN ONE HOUR without Taking Down Differential

•

Pat. No. 2,403,520

DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Assembly drives over shaft flush with end of housing. New front bushing in assembly fits over the "U" joint. Sell with every transmission and "U" joint repair job.

- Provides Greater Bearing Surface
- Eliminates Oil Leaks from Transmission
- Prevents Dilution of Diff. Lubricant, Due to Trans. Oil Leaks
- Stops Excessive Vibration and Whipping in Drive Shaft caused by Loose Bearing
- Enables Repair to be made without Replacing Drive Shaft

Now 6 Different Bushings to Fit All Models. For all Chevrolet Cars and Pickups, 1930 to 1949; Pontiac Cars 1933 to 1936; GMC 1934-36 Pickups; and most GMC Pickups, Models 1939 to 1949.

DRIVE SHAFT HOUSING REPAIR UNIT K-400
Pat. No. 2,405,541

Saves Buying New Drive Shaft Housing. Repairs worn drive shaft housing. Prevents damage to drive shaft, "U" joint etc. caused by wear. Precision ground. For Chev. Cars & Pick-Ups; Most GMC Pick-Ups.

"UNIVERSAL" TRANSMISSION CASE BALL SEAT

Saves Cost of a New Transmission Case Assembly. Keeps ball housing in line with drive shaft housing. Chev. Master '29-'49 Cars; Pontiac, '33-'36; Chev. '29-'49 ½ and ¾ Ton Pick-Ups; Most GMC-Pick-Ups.

UNIVERSAL JOINT BALL HOUSING KITS
Accurately machined, inside and out. Repairs Worn Drive Shaft Housing. Stops excessive wear & vibration between drive shaft housing, ball housing & trans. case. Most Chev. Cars & Trucks, '29-'49; Most GMC Pick Ups; Pont., '33-'36.

Sold Nationally by Leading Automotive Wholesalers. Write or wire for full information.

CLIP AND MAIL COUPON

Please Send Me Complete Information About the National Line.
Name
Address
City State
S-1

NATIONAL MACHINE WORKS, INC.
AUTOMOTIVE PARTS MANUFACTURERS
P. O. BOX 4305 OKLAHOMA CITY 9, OKLA.

Program of Service

(Continued from page 81)

any direction from us."

But what about the contests?

Affable Charlie Kennard replied:

"We run two major sales contests every year. The first begins around the first of February and ends about a week before the Indianapolis Speedway Races. The winning salesmen then have enough time to get ready for the free, all-expenses-paid trip to the race, which is the prize.

"The second contest begins on the first of July, approximately 30 days after the end of the first contest. This runs until about the end of November and in the years when there is an Automotive Service Industries Show, we give the winning team a trip to Florida and the losing team also wins something—a trip to the ASIS.

"In the absence of a show this past December, the winning team will be given a week's stay aboard the Ma-Ru, the 42-foot cruiser belonging to Mr. Blair C. Comer, owner of Comer Parts Co. The boys will enjoy a week's sailing on Chesapeake Bay.

"Here is the way we conduct these two contests: We reach out in thin air and set a certain number of merits on each dollar net volume or perhaps so many merits on each article. The three or four salesmen having the largest number of merits at the close of the contest win the prize trip. I might add that the man in the shipping department who keeps the score for the boys gets to take the trip also, which repays him for his extra work, not to mention the amount of interest it creates for him."

But, some jobbers have pointed out, isn't it true that when a sales campaign of this nature is launched, some of the men concentrate too much on the items involved in the contest and put less pressure on some of the others so that volume can be registered fast to count up the points? Perhaps that's true, but at Comer Parts the answer to this has been found by shorter campaigns which are built around some bread-and-butter or specialty item. Each "little" campaign is a "plus" campaign with its separate reward of cash for the leading volume report on sales of the item.

Adjusting Pressure on Sales

"This," explained Kennard, "gives us control over all of our merchandise so that we can put on the pressure at any time when we may see the sales dropping off."

What about the plans for the arrival of factory missionary men at Comer Parts?

"The industry is vitally interested in the abuse of missionary help by the jobber," said Kennard. "If a factory thinks enough of us to give us missionary help, we consider it an insult not only to the factory but to its representative as well if we fail to take full advantage of his time. We realize that it costs both the factory and ourselves a great deal of money to do this missionary work. That is why we have a special sales representative who travels over our entire territory and works with these missionary men. Quite often if it is a bread-and-butter item on which we are receiving missionary work, we have a new salesman or some of our older boys who could use a brushing up on it. We then let our specialty man relieve our general line man and send the general line man out to work with the missionary man in his own territory.

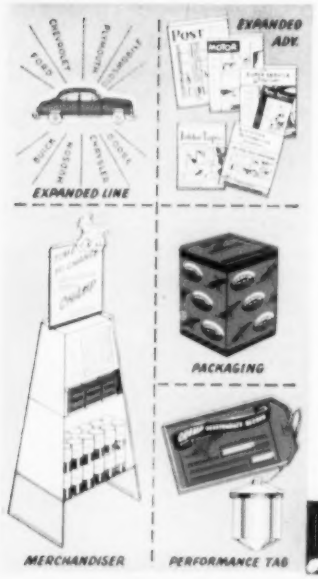
"We try to begin preparing for a missionary man approximately a month before his arrival if it is at all possible. This gives us an opportunity to discuss his coming at our sales meetings, which results in a

GET YOUR SHARE IN 1950

with these NEW MONEY-MAKERS

NEW EXPANDED LINE

CHAMP OIL FILTERS and REFILLS



Talk of the trade is Champ's new "Time To Change" Program.

NEW Expanded Line — Many new numbers added for late model cars, tractors, trucks and buses to increase your sales opportunities.

NEW Expanded Advertising — Sat. Eve. POST and trade magazines drive home Champ's new sales-stimulating "Time To Change" program.

NEW Money-Maker — Champ's portable, island-use merchandiser sells refills and oil. Its Point-of-Sale Sign humorously stresses "Time To Change" . . . ups your profits!

NEW Distinctive Packaging — Attractive boxing and labeling afford greater product identity.

NEW Performance Tag—tells when it's "Time To Change" refills. Without resistance, steps up sales!

Reap new profits with Champ's "Time To Change" program. Get your share!

* WIRE, WRITE, PHONE FOR DETAILS NOW *

CHAMPION LABORATORIES, INC.
Meriden, Conn., U.S.A.

CONTACT YOUR JOBBER TO-DAY

MAKE YOUR WASH RACK PAY

It's New! Advance Century's White Sidewall Cleaner — *Cleans 4 tires gleaming white in less than 5 minutes!*

Here is an actual demonstration of how well this new cleaner works. You can make your wash rack pay by turning out more cars. No other cleaner cleans white sidewall tires as fast and as well as Advance Century's new White Sidewall Cleaner.

DOES NOT HARM HANDS

This new cleaner can be used safely. It does not harm hands or clothing.

FREE

BRASS BRISTLE BRUSH WITH EACH GALLON

Advance

$2.00 Per Gallon
Sold Only in Cans
No Glass Jars to Break

Your jobber guarantees this product

Here is an actual untretouched photo of the demonstration the Advance Century representative will give you. He will drive into your station, ask for a minute of your time and clean the dirtiest white sidewall tire on any car you have, in a few seconds. Send a postcard to the address below today and ask to see this demonstration. You must wash a number of cars a day to make your wash rack profitable. This new cleaner helps you turn out better wash jobs, much faster.

Make your wash rack pay with faster, better wash rack products.

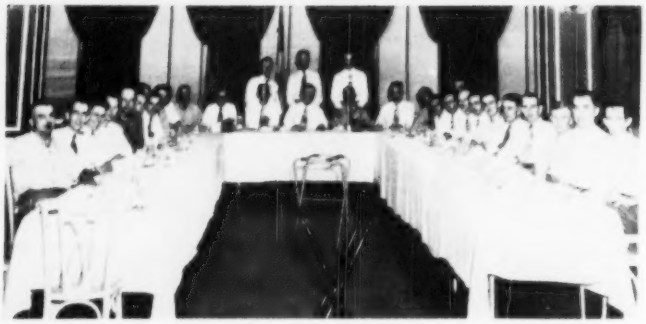
ORDER FROM YOUR JOBBER TODAY

or send postcard for name of nearest jobber

Also use these other fine Advance Century Wash Rack Products: Black Tire Dressings — Pre-Wax Cleaner — Insect Remover — Car Washing Compound — Brown Floor Mat Dressing — Dual Cleaner.

ADVANCE CENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.



This gathering typifies one facet of the broad industry activities sponsored by Coiner Parts Co. It was a dinner given last fall for graduates of a three-month course in "Modern Engine Tune-Up."

planned sales program going into effect immediately after his arrival. Quite often we have a sales dinner meeting in conjunction with the factory representative's arrival, at which time he gives us the complete sales story on his particular line. I might also mention that if the factory representative offers to pay the dinner check, we have never refused him that privilege.

"We have found that the added cost of furnishing a special sales representative to work with the many factory representatives who visit us is more than repaid by the extra volume received. The factories are always glad to furnish us with missionary sales help since they realize that their men do not waste the greater part of their time waiting on our general-line men to sell items with which they are not concerned. We also find that our specialty man fits in perfectly for relieving our regular men when they are on vacation or ill, since he once worked a regular territory himself."

How can so many orders be delivered in person by the two men in a territory with a radius of as much as 160 miles? And why is this done by specially trained men?

"We try to deliver all merchandise sold except an occasional drop shipment on a piece of equipment or on some item we do not have in stock," Kennard said. "We also do our utmost to arrange our delivery schedules so that the merchandise reaches our customers as soon as possible after it is sold. We try to train our delivery men to show their appreciation to our customers for the sale covering the merchandise they are delivering, for, after all, that's why they're employed.

"We also ask our delivery men to inspect for damage and check all merchandise against the customer's invoice before they leave his premises, if at all possible. Our salesmen try to call to our customers' attention that by receiving our special delivery service, they do not have any "public carrier" claims, which are most distasteful to everyone concerned.

"We have found that our type of delivery service is most helpful in the sale of batteries, as batteries are very easily damaged in shipment. Our delivery boys try to keep our customers' stock of batteries rotated. In

MARVEL MYSTERY OIL!

The *big* job Marvel does for your customers makes *big* profits for you — all winter long! Add Marvel to oil and gas — and to gear greases as well. It's free-flowing down to an amazing 70° below zero! . . . keeps starts summer-quick and shifting and steering easy in the coldest weather.

But that's not all! Marvel continues its all-season function of spreading a tough *curtain film* over every engine part. Even pistons, rings and cylinder walls — which operate HOT despite zero weather — are shielded by heat-resisting Marvel. The fineness of oil grain produced by this superior Additive insures full lubricant flow throughout the engine.

SELL MARVEL NOW! —for reduced frictional wear, increased power and protection for car, truck and tractor from the strains of winter "driving!" Order from your Jobber TODAY!

EMEROL MANUFACTURING COMPANY, Inc.
242 W. 69TH ST., NEW YORK 23, N. Y.

other words, they keep the new batteries back against the wall with the older batteries out in front. It's only natural that our customers' personnel will pick up the most convenient battery, so it pays to keep the oldest batteries moving ahead of the newest stock.

"We keep a permanent record of the amount of merchandise in dollars and cents that goes out on each delivery. This enables us to make comparative figures so we can find if the amount of business does not justify the delivery expense involved on any one delivery schedule. If not, we take it up with the salesman concerned and see if he cannot correct the situation by obtaining more volume to retain this special delivery service."

What about this personal relationship part of Comer's program?

It is, to put it in Kennard's own words:

"There's a lot in this world besides dollars and cents. I cannot help but feel that we are actually working for our customers instead of Comer Parts Co., because if it were not for them and the business they give us, none of us would be working around here.

Takes Personal Interest

"That is why we try to take a personal interest in each and every customer, as much as it is humanly possible to do. We cannot help but feel that if a customer is ill or loses a loved one, we should try in a most humble way to let him know we are thinking of him. We do not do this for a commercial reason as we consider it none other than our God-granted privilege towards our fellow man."

At Christmas Comer Parts also remembers every customer with a Christmas present. In fact, some customers receive several gifts, depending on the number of individuals with each account who come in direct contact with Comer representatives.

Customers are not the only ones who are remembered at Christmas time. There is an annual Christmas dinner, at which time each employee is given his Christmas present and called upon to say a few words. It is an interesting sight to see Blair Comer standing at the head of the table, carving the Christmas turkey and serving all the extras to his employees.

Immediately after Christmas each year Kennard sends a personally-worded end-of-the-year letter to customers, expressing his appreciation for the business extended his firm during the calendar year and requesting that any oversight or mistake on his company's part be brought to his attention, along with any suggestions on improving service.

Manager Charlie Kennard thinks that if the firm continues its well planned sales conferences and sales contests, takes advantage of the proffered missionary help and maintains his special delivery service and personal relationship programs for customers, sales and net profit figures will speak for themselves.

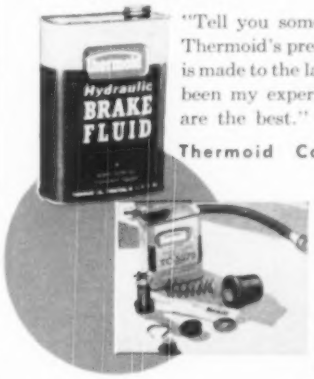
At least in this interview he emphasized all these points and not the more usual dollars and cents approach in explaining the boom for Comer Parts' growth.

Wrenn Takes on Hyster

Wrenn Brothers, 220 South College St., Charlotte, N. C., is now distributor for Hyster Co. in South Carolina, southern North Carolina and most of Georgia. The firm will maintain servicing facilities and parts supply for the complete line. A branch office is situated at 296 Ivy St., Atlanta, for that territory.

"Yes, *Sir!* Meets or exceeds SAE Specifications!

"I used to think nearly all makes of Brake Fluid were pretty much alike. But I learned my lesson—after getting into plenty of hot water with my customers. Now I buy all my Brake Fluid from Thermoid. I figure that Thermoid's long experience and specialized knowledge in the field of brake maintenance, plus their close association with car manufacturers, enables them to make Brake Fluid that is completely dependable in quality and performance. And—*Thermoid's Brake Fluid meets or exceeds SAE specifications, too!*



"Tell you something else—you won't go wrong with Thermoid's precisioned Brake Parts, either. Each piece is made to the latest engineering specifications—and it's been my experience that materials and workmanship are the best."

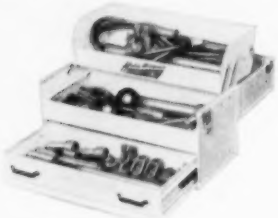
Thermoid Company • Trenton, New Jersey

Thermoid

Brake Linings • Clutch Facings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Thermoid Precision Process Equipment.

800—Body Tool

A portable hydraulic tool for body, fender and frame repairing has been in-

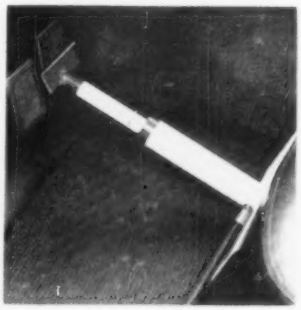


troduced by Hein-Werner Corp., Waukesha, Wis.

The double-acting push or pull units have a variety of attachments for different jobs and are available in capacities of 4, 10 or 20 tons. Remote control is another feature.

801—Pedal Pusher

An automatic, remote-control brake-pedal pusher, said to permit mechanic to operate brake pedal from any point around car, has been placed on the mar-



ket by Dixie Machine Tool, division of The Avey Drilling Machine Co., Cincinnati 1, Ohio.

The Brakeman, as it is called, is air operated and can be installed and removed from the car quickly. It reportedly duplicates any action that can be done by the foot at the brake pedal.

802—Windshield Sealer

Whiz Kleer Seal cement and a windshield sealer gun have been added to the line of the R. M. Hollingshead Corp., 840 Cooper St., Camden 2, N. J.

The cement is a clear, pliable plastic for use as a windshield sealer and an all-purpose trim and repair cement. It is said to be waterproof and to resist both high and low temperatures without damage. The gun is used to deposit a thin film of cement under the rubber moulding at its point of contact with the glass.

803—Nut Locator

A nut and bolt locator, available in two models, is now being produced by Stewart Manufacturing Co., Washington 9, D. C.

Model A is for USS (NC) and SAE (NF) nuts and cap screws from 1/4" to 1-2". It shows diameter, threads per inch and wrench opening size. Model B is for machine screws and nuts from No. 0 to No. 12 (NF and NC). It shows tops and tap-drill size. Both models have a 6" rule to measure length of bolts.

Stream Line Tools are designed by specialists who know your needs and who spend their entire time working for your benefit.

Our illustrated catalog shows our complete line of hammers, dollies and miscellaneous tools . . . each designed to make your work better, easier and faster. Write for it today, and for the name of your nearest Stream Line Jobber.

Stream Line Tools, Inc.
Conover, North Carolina.

804—Steam Cleaner

Model HT-20 steam cleaning machine, featuring the Hydro-Therm Flow circulation system, has been announced by Spontane Manufacturing Co., Grape and Fear Sts., S. E., Atlanta, Ga.

The Hydro-Therm Flow is said to be a system whereby the solution tank, all water lines and solution lines are kept hot. Other features listed in a company

announcement include self-agitated solution tank, triple-cylinder pump, automatic pressure control and removable side panels and top hood for accessibility to working parts. The machine operates from 50 to 125 lbs. pressure.

George Leo Hall, long identified in the field of automotive and industrial steam cleaning equipment, is president of the company.

805—Transmission Fluid

A fluid for hydraulic transmissions on General Motors cars has been added to Warco line of the Warwick Laboratories Co., 33442 Cleveland St., Brooklyn, N. Y.

The fluid is said to have the same physical and chemical characteristics as the original equipment fluid and to mix with other approved brands. The fluid is available for year-round operation and is partially prevents the formation of sludge and varnish. It is packed in quart and gallon cans and five gallon drums.

806—Drive Signal

The Slip-Call signal for service stations, garage and dealership driveways has been announced by Acme Air Appliance Co., Inc., 100 Hendrix St., Brooklyn 7, N. Y.

To install, the signal is plugged into a 110 or 115 volt A. C. outlet and the tubing is pushed up on the air-relay pipe without special couplings or clamps. The other end closes with a 3/8" steel plug. Sensitivity of the unit can be adjusted by the operator of the business.

Please send me additional information on the following New Products described in the January, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No..... No..... No..... No..... No.....

Name (please print) .....

Company ..... Position .....

Number and Street .....

City ..... Postal Zone ..... State .....

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL, 806 Peachtree St., N. E., Atlanta 5, Ga.

807—Transmission Fluid

Type A automatic transmission fluid is now being produced by Gulf Oil Corp., Gulf Bldg., Pittsburgh 30, Pa. The fluid is approved by car manufacturers for Hydra-Matic, Dynaflow and Ultramatic transmissions, a company announcement stated.

808—Battery Tester

A portable battery capacity tester, operating on the high-rate discharge principle, has been announced by Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio.

The Testmaster, as it is called, is adjustable for both the size of the battery and the temperature of the electrolyte. It is assembled in a steel cabinet finished in white baked enamel and featuring a rubber-covered hook for mounting. It weighs six pounds.

809—Camber Corrector

No. 1933 camber corrector for late-model knee-action cars is now being produced by Bear Manufacturing Co., Rock Island, Ill.

The tool fits over the spindle support and pressure is applied by hydraulic jack or by the Bear Flex-O-Power unit. It features a special universal head for increasing and decreasing camber in all models except Fords and Chevrolets, the manufacturer stated.

810—Spring Compressors

Two tools for servicing valves in the 1949 Lincoln and 150-horsepower Ford truck have been announced by KD Manufacturing Co., 526 N. Plum St., Lancaster, Pa.

The KD 930 valve spring compressor is used to raise the spring and remove

keepers. The KD 935 valve spring compressor is used to compress the spring and slide it out. The 930 may also be used to disassemble and assemble 1949 Ford V-8 and Mercury valve assemblies or to service individual valves in the same engines.

811—Exhaust Catalog

An index-type catalog on its line of replacement parts for exhaust systems has been issued by Maremont Automotive Products, Inc., 1600 S. Ashland Ave., Chicago 8, Ill. It includes descriptions and illustrations of mufflers, tail pipes, exhaust pipes, clamps, hangers and accessories.

812—Inspection Unit

A safety inspection unit, available in a passenger-car and light-truck model and a heavy-duty model, has been placed on the market by Bear Manufacturing Co., Rock Island, Ill.

The drive-over wheel-alignment tester and the track model headlight tester are used in conjunction with the brake tester. The brake tester registers total braking effort and the percentage of braking effort on each wheel. All readings are recorded automatically on large dials.

812A—Car Wax

A car wax which is sprayed directly onto the car from its aerosol can has been placed on the market by The Wingwax Co., P. O. Box 995, Dayton 1, Ohio.

A frosty, white residue appears when the wax dries, indicating it coverage of the car has been complete. When this residue is dusted off, a hard, transparent coating remains on the vehicle. It is easy to wash and is not affected by oil or gasoline spillage, the manufacturer stated.

813—Merchandising Catalog

A catalog on its line of Vismatic merchandise for ignition parts has been issued by Echlin Manufacturing Co., 242 East St., New Haven 5, Conn. The line includes both cabinets and shelves.

MAKE $10 to $12 EXTRA PROFIT AN HOUR

with HYPRESSURE Jenny STEAM CLEANER

Motorists need and want the many extra-profit jobs Hypressure Jenny does—and does fast. For example: You can clean a car motor with Hypressure Jenny in 15 minutes—a service which usually nets $3.00 or more clear profit! Other extra-profit jobs, such as cleaning chassis, preparing for under-coating, cleaning white side-wall tires, etc., are equally lucrative.

With combination Hypressure Jenny and Steam Thoro-Purge, you can increase your business by as much as $10,000 a year on cooling system cleaning alone.

Hypressure Jenny will bring more profitable work into your place and turn it out faster—at a handsome profit—than any other piece of automotive servicing equipment.

Besides creating new business and increasing your profits, Hypressure Jenny will keep your equipment, lifts, floors, walls, windows, driveways, lavatories, etc., clean as a pin at only one-tenth the cost and time of hand cleaning.

DeLuxe Service Master Hypressure Jenny with Steam Thoro-Purge mounted on cover.

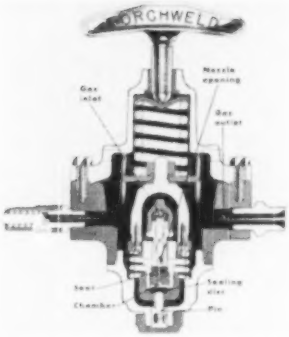
"1001 WAYS TO EXTRA PROFITS" tells the whole story. It's yours, FREE! Send for it—today!

HYPRESSURE JENNY DIVISION
HOMESTEAD VALVE MANUFACTURING COMPANY
"Serving Since 1892"
P. O. Box 99, CORAOPOLIS, PA.

814—Welding Regulator

A welding and cutting regulator, said to maintain constant volume and pressure of gas without requiring two-stage reduction, has been announced by the National Cylinder Gas Co., 840 N. Michigan Ave., Chicago 11, Ill.

The Torchweld "6500", as it is identified, incorporates a pressure-compensat-



ing unit in the valve-seat assembly which counteracts effects of decreasing cylinder pressure. The pressure of gas in a small chamber behind the valve seat results in a force that is said to counteract decreasing cylinder pressure and maintain a constant flow.

815—Ignition Cable

A high-tension ignition cable for suppression of radio-frequency radiation from spark plugs on cars, trucks and buses with high-tension ignition has been introduced by the Packard Electric Division, General Motors Corp., Warren, Ohio.

The current is carried by a specially-treated non-metallic conductor imbedded in the usual insulation. No copper, steel or other metal is used for the core.

816—Cylinder Clamp

An adjustable hydraulic cylinder clamp, designed to keep hydraulic cylinders together while brake shoes are being re-

lined, is now available from Supco Products Corp., Amityville, Long Island, N. Y.

The clamps come in sets of 24, mounted on a two-color counter display card.

817—Masking Compound

Speed Mask, a liquid masking product which can be brushed on and peeled off when painting is completed, has been announced by Atomized Materials Co., 230 Magee Bldg., Pittsburgh, Pa.

It is tough, leaves less residue and is faster drying, a company announcement said. Three sizes are available: 16 oz., 32 oz. and 128 oz.

818—Brake Tongs

Universal brake-spring tongs, which can be used for both installation and removal of brake springs, are now available from Barrett Equipment Co., 23rd & Cass, St. Louis 6, Missouri.

The design gives long leverage and firm grip to make the job easier. In addition to use on passenger car brakes including Bendix, Huck and Lockheed, the tongs may also be used for removing heavy truck springs, it was stated.

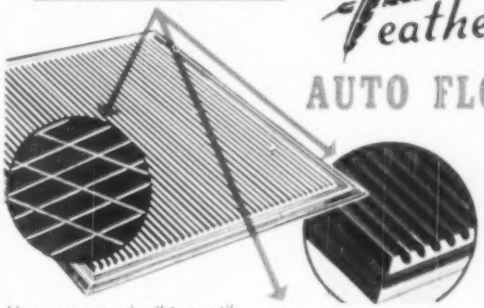
Plus Sales **ARE MADE EASY WITH**

MONKEY GRIP

Features That Make Them Sell!

Feather-Flex

AUTO FLOOR MATS



At the left you see the square "wiping" edges of the ribs . . . the round grooves that drain off water and make cleaning easy by flexing or sweeping.

Above you see the "stay-put" back that makes the mats stay in place on car, porch, home or factory floor.

These mats are made of live rubber, compounded in our own factory. It makes them springy for underfoot comfort . . . it makes them last! These superior features, and the fact that nearly everyone is a prospect, make PLUS SALES easy . . . thus adding materially to your volume and profits!

Choice of 5 Colors

- Black
- Wine Red
- Spruce Green
- Texas Tan
- Royal Blue

Sizes: 13"x20" 17"x17" 17"x20"

The Original

BLUNT DIAMOND

VULCANIZING TUBE PATCH

Four-ply laminated rubber for extra strength. Orange color.

BETTER MONKEY GRIP CO.

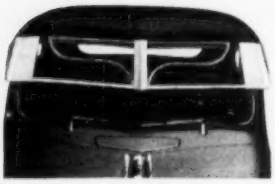
PARTNERSHIP OF L. M. EVERETT & SONS

DALLAS • 5320 HARRY HINES BOULEVARD • TEXAS

Write for Catalog

819—Lucite Visor

No. T-100 lucite visor, lower-priced than former models, has been placed on the market by Vision-Visor Corp. of America, 920 S. Michigan Ave., Chicago 5, Ill.



The visor is available in red, blue and green. All hardware is in Hammerloid silver-tone finish, baked on for durability. It is attached by clamp-on brackets.

820—Oil Display

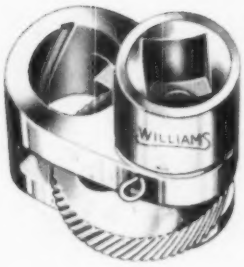
An oil display and dispenser, featuring a sliding door which permits the display to be closed and left outside at all times, has been announced by Harris Manufacturing Co., 601 S. 17th St., Wilmington, N. C.

The unit has three revolving shelves, each holding 28 cans of oil. It measures about 28" in diameter and 58-1/2" high. There are four openings for draining cans. The display is finished in white baked enamel with a black base.

821—Stud Remover

Stud remover No. S-60B, designed for use with 1/2" square drive handles and attachments, has been announced by J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y.

An eccentrically-mounted roller with deep-milled edge provides a non-slipping



surface which is also non-burring. The tool has a stud capacity of 5/16" to 3/4" diameter and is suitable for removing or setting studs.

822—Noise Probe

The Multiscope, a metal probe which picks up noise vibrations and amplifies them to the ears, has been announced

by Herbrand Division of The Bingham-Herbrand Corp., Fremont, Ohio.

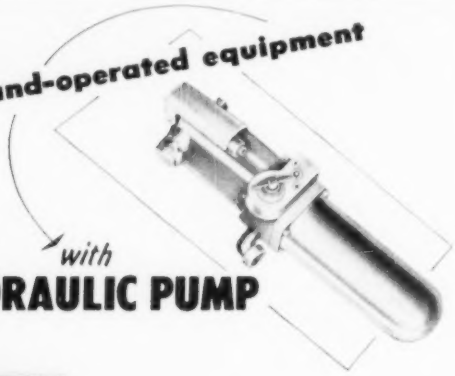
Working on the same principle as a doctor's stethoscope, the tool can help the mechanic locate the source of many motor and body troubles by tracing the noise.

823—Jack

The Step-Draulic hydraulic service jack, which can be fitted with a carrier and adapter to function as a transmission jack, has been introduced by the J. O.

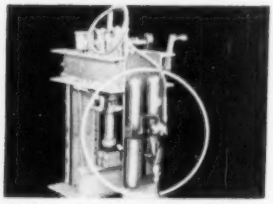
Stephenson Foundry and Manufacturing Co., 548 E. Fort St., Detroit 26, Mich. The all-steel jack has a capacity of 1-1/2 tons, the announcement stated.

Speed up hand-operated equipment



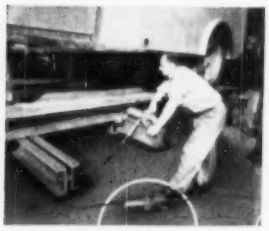
with

CP PNEU-DRAULIC PUMP



CP Pneu-draulic Pump powers 40-ton hydraulic press. Note use of auxiliary reservoir recommended for presses of 40 ton and larger.

Weighing less than fifteen pounds, the Pneu-draulic Pump will actuate any hydraulic equipment now operated by hand . . . presses, rams, jacks, cylinder sleeve pullers, valve guide pullers, bolt and cable cutters.



CP Pneu-draulic Pump powers 20-ton ram used with truck frame straightening machine.

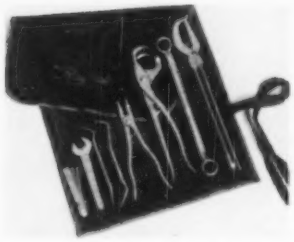
A completely self-contained, portable, hydraulic unit, the Pneu-draulic Pump is powered by merely attaching it to a compressed air line . . . controlled by pressing a throttle . . . can be operated by foot, knee, hand or elbow . . . both hands may be free to handle tool. Write for full information.

CHICAGO PNEUMATIC TOOL COMPANY
General Offices: 8 East 44th Street, New York 17, N. Y.

AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEU-DRAULIC PUMPS

824—Brake Tool Deal

No. 10 brake service tool deal, containing eight essential tools for brake jobs, has been introduced by Merchandising Department, The Raybestos Division of



Raybestos-Manhattan, Inc., Box 1021, Bridgeport, Conn.

It includes feeler gauge, star nut wrench, brake nut wrench, brake spring plier, horseshoe locking plier, brake spring compressor, hub wrench and single-end open-end wrench. Ten popular brake lining sets are also included in this tool deal.

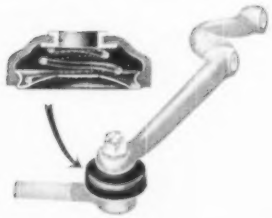
825—Cylinder Assemblies

Individual packaging for its master and wheel cylinder assemblies has been announced by Els Automotive Corp., Middlebrook, Conn.

Each assembly is now packed in a sealed container which protects against dirt or damage. The new packaging also makes it easier for the trade to handle the unit and simplifies stocking, the manufacturer stated. The pattern of the package is similar to that used for the company's hydraulic brake parts.

826—Silencing Cushion

No. 462 steering linkage knuckle silencing cushion, designed to eliminate play at the ball joint to provide more positive steering and to silence steering linkage noise, has been introduced by

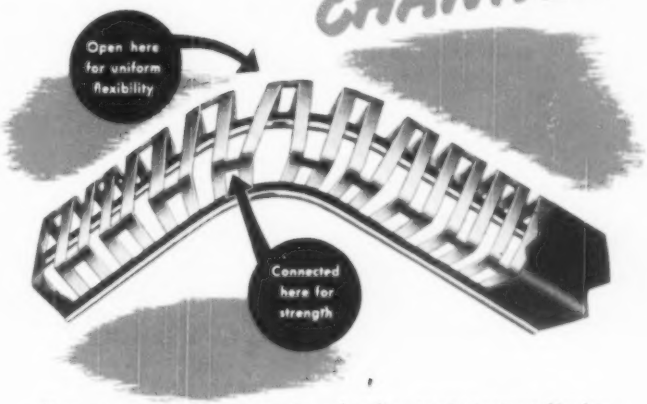


Chassis-Pepco, Inc., 6101 Maple Ave., St. Louis 14, Mo.

The cushion consists of a brass cup, brass bushing, bronze tension spring and nonmetric grease retainer. It is furnished as an assembled unit ready to install.

to make YOUR work EASIER, FASTER, BETTER

GENERAL GLASS RUN WINDOW CHANNEL



One way to cut customer's complaints about the high cost of repairs is to do a quality job in less than usual time.

General Glass Run Window Channel has the exclusive Connecto-Link reinforcement that prevents kinking, buckling or breaking . . . insures even bending to any contour. You're never held up because the channel is kinked up. Every job turns out snug-fitting, rattle-proof and weather-proof.

Use General Glass Run Window Channel, Weather-strip and Division Bar Filler . . . for work that makes friends as well as money.

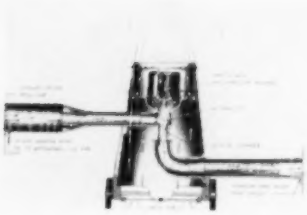
SO FLEXIBLE IT CAN BE COILED LIKE ROPE

The GENERAL TIRE

THE GENERAL TIRE & RUBBER COMPANY
AKRON, OHIO

827—Exhaust Remover

The Exhaustare, a portable motor-driven unit for removing engine exhaust fumes from closed buildings, has been introduced by F. E. Brady Products, Inc., 18th at Ebright, Muncie, Ind.



While operating on 110-volt A.C., the unit discharges fresh air through a jet into the stream of exhaust gases from the automobile engine. This gives the pressure needed to carry the exhaust gases through the flexible steel hose connecting the unit with the outlet. The 4" port outlet to the outside is the only part permanently attached to the building.

828—Sander

A portable electric sander, the 7" Junior model, has been placed on the market by The Black & Decker Manufacturing Co., Towson 4, Md.

The sander has a slide handle with a reversible auxiliary slide handle for either right- or left-handed use. The tool weighs 8 lbs. Housings are aluminum castings and the sander has heat-treated

gears and grease-sealed ball-bearings throughout. The no-load spindle speed is 3,500 r.p.m.

829—Drum Reconditioner

The Drum-Doktor, an improved brake drum reconditioner with a micrometer dial indicator for checking drums before and after reconditioning, has been placed on the market by Barrett Equipment Co., 21st & Cass, St. Louis 6, Mo.

Among the attachments which may be used with the machine are: grinding attachment for finishing drums with hard spots; honing attachment; tool sharpener for conditioning carbide and high-speed steel cutters; hone drive for reconditioning hydraulic brake cylinders; reamer drive and chuck; disc brake housing attachment and flywheel clutch facing.

830—Crimping Tool

A crimping, cutting and stripping tool, featuring an increased number of crimping jaw teeth to accommodate all terminals from No. 22 to No. 10 wire, has been announced by Vaco Products Co., 315 E. Ontario, Chicago 11, Ill.

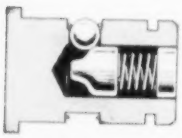
The tool can be used on all Lam "Lightning" solderless terminals, the

manufacturer stated, and is useful on all makes of cars. It strips automotive wire from No. 22 through No. 10. Handles are plastic for more comfortable grip.

831—Glass Sealer

A transparent adhesive for sealing windshields and back lights has been placed on the market by Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn.

The sealer is trademarked "3M".



Here's all you need to put TOP PERFORMANCE IN CHEVROLET BRAKES!

Every Chevrolet brake job you do will result in smoother brake action . . . better brake efficiency . . . and complete customer satisfaction when you install the new Floato Brake Energizer for Chevrolet!

The Floato Brake fits all Chevrolet models 1936 through 1949. It is self-centering, self energizing and applies even pressure to *all shoes*. Installed in an instant without drilling, cutting or re-working the brake mechanism. *SOLD THROUGH JOBBERS ONLY*— *for list prices, catalog sheets, and full details, write*

Boyle Distributing Co.
950 SOUTH BOYLE AVE.
LOS ANGELES 23, CALIF.

Jobber News

(Continued from page 83)

it now has 36 stores in Arkansas, Texas and Louisiana.

W. Robert Crow, one of the founders, is president. J. G. Burlingame, the other organizer, is vice-president and treasurer. William R. James, who has been with the firm since 1926, is vice-president and general manager.

B. E. "Gene" Smith is sales manager and K. V. Browne is purchasing agent.

In addition to the inventories of the local stores, Crow-Burlingame has a warehouse to give overnight delivery of many items to its wide trade territory.

Dewey W. Burke manages the machine shop, which is equipped to give a wide variety of services.

"At the passing of this third decade, we look to greater things ahead for our customers and ourselves," officers of the company said. "It is with full confidence that we rededicate our facilities and our efforts in the next 30 years or more to render even better service."

The company is a unit of Ozburn, Crow & Yantis Co.

Ted Ferguson, president of **Smyth Auto Supply Co., Inc.**, Amarillo, Texas, recently made a combined business and pleasure trip to New York City and Providence, R. I., returning by way of Chicago to attend the MEWA business conference.

Wesley R. Mills is the new southeastern manager for L. D. Tuttle Co., of Dallas, Texas, and Atlanta, headquartering at Atlanta. He had previously been a sales representative for the firm in the Carolinas. Originally from Richmond, Va., Mills has been living in Atlanta since 1921 and was associated with J. M. Harrison Co., formerly Dodge-Plymouth distributors, for 16 years. He is also a former sales manager of Atlanta Tool Co.

Kester Solder

Kester Acid-Core Solder is made only from newly mined grade A tin and virgin lead. The tin-lead content was established by the trade as the alloy that would give the best results.

Dependable Quality

The same top quality year after year. Kester Solders—acid-core, special radiator flux-core, and body solder—can be relied upon to do the job right.

Saves Time

The boys back shop will not consider anything but Kester. They know it is faster and easier to use . . . makes the best solder bonds.

KESTER SOLDER COMPANY
4201 Wrightwood Ave. • Chicago 39, Illinois
Newark, New Jersey • Brantford, Canada

Send for free booklet: "Expert Soldering Made Easy"

KESTER SOLDER

The Mechanics Standard since 1899

You can't see it very well in this picture but behind these employees of Genuine Parts Co., Atlanta, is a board with $10,800 in crisp, new $10 bills attached. The money was given as a bonus at the Christmas party, with each employee receiving $10 for each year he had been with the company. The program included a speech by President Carlyle Fraser.

•

MADE FOR EACH OTHER

and so are ROWLAND UNDERCHASSIS PARTS

Unbalanced chassis parts mean a rough ride. Balanced parts mean comfort. Rowland parts are engineered to work together. Their performance is balanced to assure the smooth riding comfort your customer demands. Do a complete Rowland replacement parts job when the front end is down. A tear-down costs more than the parts. Your customer will catch on if you tell him.

William & Harvey Rowland, Inc., Frankford, Philadelphia 24, Pa.

ROWLAND SPRINGS

ROWLAND PRODUCTS

LEAF · COIL · HELPER SPRINGS
COIL SUSPENSION PARTS
SHOCK ABSORBERS

J. Fred Schoellkopf Succumbs in Dallas

J. Fred Schoellkopf, 69, president of The Schoellkopf Co. of Dallas, Texas, died last month after a brief illness. He was the son of G. H. Schoellkopf, who founded the saddlery and leather business which grew into one of the largest hardware and automotive distributing concerns in the Southwest.

One of J. Fred Schoellkopf's sons, J. Fred, Jr., is active in the affairs of the company and another son, Wilson, holds an interest. A brother, Hugo W., is also actively connected with the firm.

Gannon Heads Boosters Of Richmond Club

A. Patrick Gannon was elected president of Old Dominion Automotive Booster Club B-55 at a recent meeting. He succeeds John M. Suttles.

Other officers are: E. W. Jones, first vice-president, James W. Rankin, second vice-president; George C. Valentine, secretary, and Lynn D. Churchwell, treasurer.

Directors include: John J. Balogh, Joe H. Burton, David C. Cosby, Valentine Muth, William H. Robertson, John L. Suttles and Harry F. Christian.

Some 500 jobbers and Boosters attended the annual party, held shortly before the election at a hotel in Richmond.

MacPhail Marks 25th Year

The MacPhail Co., Charlotte, N. C., is celebrating its 25th anniversary in 1950. Walter MacPhail reminded his friends and customers in a holiday greeting. The company was founded in 1925 by Malcolm R. MacPhail, Walter's father.

"We have recently added the Gates line of rubber goods," reported Steve W. Dellinger of Charlotte Auto Parts Co., Charlotte, N. C., last month.

Here are the 1950 officers of Automotive Booster Club International, including two well-known men from the South (l. to r.): "Herb" Cree of Dallas, secretary; Arthur F. Snyder of Minneapolis, first vice-president; President Henry S. Clark of Atlanta; Walter J. Sullivan of Boston, second vice-president, and Wesley E. Cratts, Chicago, treasurer.

Booster Club Elects Clark and Cree

HENRY S. Clark of Atlanta was elected president of Automotive Booster Club International, Inc., and Herbert M. "Herb" Cree of Dallas, Texas, was elected secretary at the annual meeting of the board of governors last month.

Arthur F. Snyder of Minneapolis was elected first vice-president and Walter J. Sullivan of Boston was named second vice-president. Wesley E. Cratts of Chicago is treasurer.

The Boosters first elected Daniel J. Hartnett of Los Angeles, first vice-president during the past year, president for 1950, succeeding Carson W. Clubes of Kansas City. Because of his increasing western field representative for Motor and Equipment Wholesalers Association some months ago, Hartnett felt it inadvisable to be president and resigned the office.

Clark was second vice-president during 1949.

The 26th annual meeting was held at the Stevens Hotel in Chicago.

Fire Damages Piedmont

Piedmont Auto Exchange of Charlotte, N. C., was damaged by fire last month. Damage to the building and stock was estimated at $300,000. Owner George V. Gilbert. He said the company had about $150,000 in insurance.

We recently added A-P mufflers and tail pipes and Auto-Lite ignition parts to our lines," Weatherall Auto Supply, Jackson, Miss., reported.

SPONTANE STEAM CLEANER

WITH EXCLUSIVE NEW
Hydro-Therm Flow
PATENTS PENDING
And Automatic Pressure Control

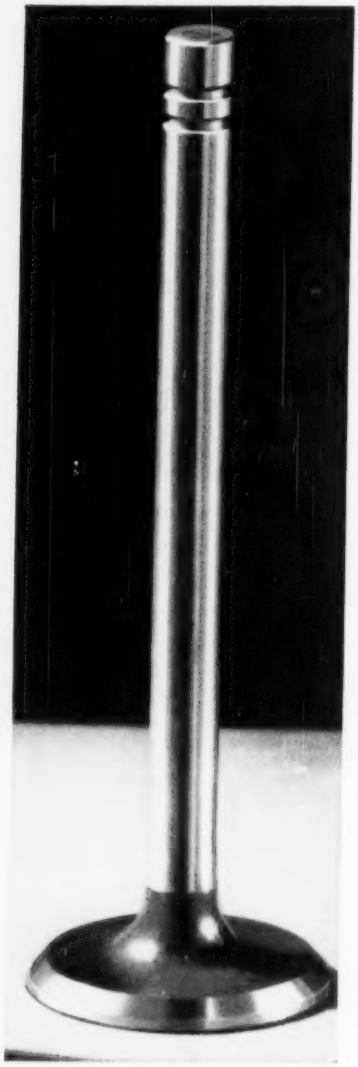
Pictured is America's most efficient steam cleaning machine. It's powerful. It's lightning fast. It is precision-built to give you years of top performance at low operating cost—with an absolute minimum of maintenance.

Big secret of Spontane's superiority is its exclusive "Hydro-Therm Flow" circulation system. Solution tank, all water lines and solution lines are kept hot. Troublesome crystallization of the compound solution at low temperatures has been entirely eliminated.

Pre-mixing of compound not required. Simply pour powder into Spontane's Pre-Heated Solution Tank with the Built-in Agitator and turn a valve. Easily removable panels and top hood provide instant accessibility. All operating controls on outside panels. Spontane's Triple-Cylinder Plunger Type Pump, more efficient "Aeroator" Jet Burner—plus scores of other advanced developments brings a new era of efficiency for every steam cleaning application. Consult your jobber for complete details, or write for free descriptive folder.

SPONTANE MFG. COMPANY
Grape & Pear Streets, S. E., Atlanta, Georgia

The Atlanta branch of The Black & Decker Mfg. Co. has been moved to this new building at 316 Techwood Drive, N. W. It offers increased facilities for servicing Black & Decker, Van Dorn and Home-Utility products. It has a large showroom to display a wide range of portable electric tools. A. Lee Proctor is branch manager.



Proved Performance

Tested Quality

MANLEY *Airchrome* VALVES

It costs money to get customers. You can hold them only when you deliver full satisfaction—that's why it is so vital you combine your good workmanship with the tested quality of such parts as Manley Airchrome Valves. The importance of this quality is proved by their performance in the toughest replacement jobs in thousands of motors. Request name of nearest Manley Jobber. Manley Valve Corporation, Philadelphia 30, Pa., District Sales Representatives: Lawrence M. Hirsig & Co., Jacksonville, Fla.; Connell-Roper-Harvey Co., Dallas, Texas.

S. F. Stowers Heads AAR During 1950

STANLEY F. Stowers of Worcester, Mass., was elected president of Automotive Affiliated Representatives at a meeting in Chicago last month. Ben M. Asch of New York City, one of the founders and original president, was named to the new position of chairman of the board.

Other officers include: George F. Siemers of Minneapolis, Minn., first vice-president; F. D. Newfield of San Francisco, Calif., second vice-president; M. H. "Bob" Swanman of Kansas City, Mo., treasurer, and Charles Spivack of New York, N. Y., secretary.

Among the regional directors for 1950 are: J. McEwen Cherry for Mid-South at Memphis, G. W. Klier for Southeast at Atlanta, George D. Heath for Heart of America at Kansas City and William R. Hemphill for Southwest at Dallas.

Lawrence M. Hirsig Wins Egan Prize Again

FOR the second year Lawrence M. Hirsig & Co., Jacksonville, Fla., won the grand prize offered to representatives by H. B. Egan Mfg. Co.

The Hirsig organization led in all three divisions on which the prize is based—greatest percentage of gain, best sales promotion job and best job on sale of new products.

MEMA Adds 43 to Rolls

Forty-three members and credit service subscribers have been added to Motor and Equipment Manufacturers Association since October, 1948, General Manager A. H. Eichholz announced. This brings membership to 516 manufacturer members, 446 credit service subscribers and 251 associate members (Automotive Affiliated Representatives).

"We have recently taken on Willard batteries," reported President Ray C. Birdsall of Piston Ring & Parts Co., Atlanta, last month.

Selling? It's Just Like Being in the Ring!

"SELLING? It's just like being in the ring!"

That's the opinion of Joe L. Estes, president of the Joe L. Estes Co., Winder, Ga., who is well known throughout the South among jobbers and the automotive service industry generally, having been president of Automotive Booster Club No. 6 in 1955 and having headquarted out of Atlanta for most of the last 30 years in the industry, representing a number of factories.

"When you go into a man's place to sell him, he knows you're coming in there for that purpose. It's just like going into the ring with a prize

Mr. Estes

fighter; he braces himself for the punches he is expecting to get," said Estes in an interview.

"The more you sock him, whether he's a jobber, a dealer or a consumer, the more he puts up a fight to resist being sold, because so many buyers don't like to be sold. Then when it looks like you're leaving the ring, he begins to relax. His guard is lowered when you're apparently telling him you're getting ready to leave. Over the years I've learned that here is the moment when you can pick up your sales story and gradually get him back into a receptive buying mood. In that state of mind he is much easier to sell.

"Webster defines a salesman as one whose occupation is to sell. It's time now for us to back up old Webster; because we've all been letting him down until the recent change in time has made it necessary for us to sell if we would continue to call ourselves salesmen."

"Collections in our territory are slow," C. W. Newman, owner of Perry Auto Supply Co., Perry, Ga., reported last month.

Paul De Hay Succumbs At Houston Hospital

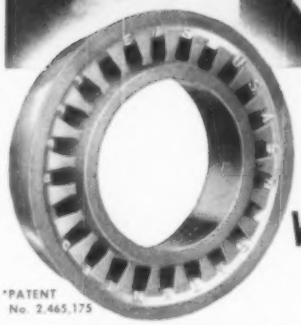
FUNERAL services were conducted early last month in Waco for Paul De Hay, widely and popularly known member and officer of the Automotive Booster Club of South Texas, No. 30, and the operator of the De Hay Automotive Warehouse in Houston.

According to the current issue of *The Raven*, De Hay appeared for work as usual Dec. 2, but suffered successive heart attacks at 9:30 and 10:15 a. m. He was rushed to the St. Joseph Hospital, but died in the emergency room.

NSPA Publishes New Wage-Hour Booklet

A BOOKLET covering wages and hours under the Fair Labor Standard Act of 1949 has been distributed to members of National Stand and Parts Association.

It reviews changes and modifications in the law which affect the automotive service industry.



*PATENT No. 2,465,175

EIS

SPECIALLY DESIGNED
FULLY PATENTED*
WHEEL CYLINDER CUP
for Chrysler Products

BY FAR the logical, most economical unit for this replacement

Strong, flexible ribs molded into EIS R933 Wheel Cylinder Cup — an EIS exclusive — make all the difference in the world! They maintain the proper amount of wall tension . . . give snugger fit of Cup's wall to piston hub. If you wish, you can use R933 on the old piston . . . or you can buy P934, the assembly of R933 and a new, accurate, anodized piston . . . or install a complete Kit — CA-P — including tough, greaseproof neoprene boot. *From every angle . . . it will be more economical than other, less certain replacements!*

So . . . stop wrestling with the problem of finding a Cup for this car family that will stand up in service and at the same time cost the least in the end!

ANOTHER EIS EXCLUSIVE
FREE

CUP INSERTER
To make life easier for the mechanic, EIS furnishes a Special Inserter — FREE — with 4 CA-P Kits.

• CABLES • FLUIDS • PARTS • KITS • TOOLS • CYLINDERS
EIS

Ask your Jobber or write us direct

EIS AUTOMOTIVE CORP. Middletown, Conn.

This is the new Sales Advisory Board of Aro Equipment Corp., along with some executives of the firm. The board will consist of four territory men who serve for a year and one of their territory managers who will serve for one meeting only. The board will meet four times a year to discuss sales plans and product development. In the photo are (l. to r.): seated, J. McEwen Cherry of Nashville, Tenn.; George Gille of Indianapolis, Ind.; Ralph McConnell of Philadelphia, Pa., and President J. Cliff Markey; standing, Bob Markey, Milt Obee of Detroit, Division Manager Ted Busch, Assistant General Sales Manager M. J. Anderson, E. W. Iman, sales manager of lube division, and General Sales Manager R. W. Morrison.

COMING IN MARCH

S A J's Big

TWO-IN-ONE ISSUE

COMBINING THE

30th Annual Spring Service Number and the 1950 Southwest Show Number

Early Spring Tune-up is a must . . .

No car owner can wait long to get his car ready for summer driving in the Sunny Southland. The economic necessity for avoiding heavy repairs by timely servicing, as well as a normal pride of ownership, impels drivers to have required repairs and refurbishing done early.

S A J readers are getting set for summer profits *Right Now*

Long experience has taught Southern automotive jobbers, dealers, garages and service stations to plan early for spring and summer business. They know that careful buying of tools, parts and accessories will put them in line for big profits during the long heavy driving season ahead.

Here's how S A J will help . . . .

—a big issue filled with down-to-earth sales-producing ideas featuring — "New Selling and Promotion Methods" — "Service is a Sales Promotion Job" — "Servicing Automatic Transmissions" — "Employee Incentive Pay Plans" — "Compensating Salesmen" — "Advance Plans of the Southwest Show" AND — all six regular editorial departments.

March will bring a real "Editorial Extra" that no reader can afford to miss. To make sure everyone has a chance to read this important issue, extra copies will be distributed right at the Southwest Show. — Plan now to cash in on the March 1950 Issue. Forms close February 15th.

SOUTHERN AUTOMOTIVE JOURNAL
806 Peachtree St., N. E. Atlanta 5, Ga.

Alabama Auto Parts Celebrates Yule

The annual Christmas party of Alabama Auto Parts Co., Inc., Birmingham, Ala., was held December 22 at the Fairmont Country Club. Music for the party was furnished by a "western" band of which Cecil Putnam, delivery department, is a member.

Members of the company drew for comic gifts which were opened at the party. President Arnold J. Siegal was given a television set by members of his firm, with City Salesman Earl Bonds making the presentation.

"Fun was had by all," said Irvin F. Siegal, vice-president.

Lamson Heads Thermoid Replacement Sales

George Lamson is now manager of the replacement division for Thermoid Co., a new position designed to coordinate more efficiently sales of friction materials, rubber products and the hydraulic brake parts and fluid line.

Lamson was formerly eastern and southern manager and since 1941 manager of the western division. Before joining Thermoid in 1955, he was with the Multibestos Co., the announcement said.

Twas wedding bells recently for Counterman **William Grady Tribble** and for Shipping Clerk **Nelson V. Gilland** of **Piston Ring & Parts Co.**, Atlanta, Ga.

The wife of President **G. N. Lockridge**, **Kansas City Automobile Supply Co.**, Kansas City, Mo., was reported seriously ill last month.

Annual Meeting of MEWA Attracts More Than 1,500

More than 1,500 people, representing more than 2,000 wholesale businesses, attended the business conference of Motor and Equipment Wholesalers Association at Chicago last month, General Manager R. W. "Whit" Ruark reported.

All available space for the equipment exhibition was taken by 112 manufacturers and other manufacturers attending brought the total to 160.

The jobbers heard addresses by a number of outstanding speakers and were given a chance to participate in six discussion groups on current wholesaling methods.

James C. Parker of Motor Parts & Supply Co., Mobile, Ala., vice president of MEWA, was a participant in the discussion group on "Inventory Control, Including That of Branches." Harry E. Lynch of Chicago and W. F. Wilkerson of Casper, Wyo., also took part.

Other discussion groups and their leaders were:

"Selling and Servicing Equipment"—Frank G. Stewart of Standard Automotive Supply Co., Inc., Washington, D. C.; Don F. Phillips of Lansing, Mich., and J. A. Hill of Independent Pneumatic Tool Co.

"Parts Must Be Sold"—C. C. Lapscott of McQuay-Norris Manufacturing Co.; J. W. Martin of United Motors Service and W. E. Imhoff of McCord Corp.

"Selling Programmed Lines"—F. H. Belling of Fram Corp., Charles A. Klaus of Marmont Automotive Products, Inc., and R. L. Sommerville of The Electric Storage Battery Co.

"Selling Protective Services and Products"—E. F. Schumacher of E. I. du Pont de Nemours & Co., Inc., F. R. Dougill, Jr., of Acme White Lead & Color Works and K. J. Shea of Minnesota Mining and Manufacturing Co.

"Impact of New Wage-Hour Law on Automotive Wholesalers"—J. Howard Reed of MEWA and others.

Walter A. Kirkpatrick, chairman of the Automotive Advertisers Council, presented the "Get It from Your Jobber" program.

Speakers included: Dr. Willard J. Graham, director of executive training, University of Chicago, who discussed "Ten Important Facts for Management Control"; Col. Paul H. Griffith, assistant secretary of defense; Dr. Kenneth McFarland, superintendent of schools in Topeka, Kan., who spoke on "The MAN in MANagement"; Daniel J. Harnett, past president of Automotive Booster Club International and MEWA western representative, and J. Archer Kiss, sales management consultant, who participated in the "Now It Takes Salesmanship" session.

The Booster banquet and the luncheons scheduled as a regular part of the meeting highlighted the entertainment and fellowship side of the conference.

"Jobbers were present in force," Ruark said. "Best I ever attended was a comment characteristic of both manufacturers and jobbers."

Lindberg Adds Five Southern Agents

Five representatives for the South and Southwest have been appointed by Lindberg Engineering Co., Chicago, to handle the Lindberg "Prop." The representatives and the southern territories which they will cover include:

Hirsig-Frazer Co. of Dallas for Texas, Oklahoma, Arkansas and Louisiana; McEwen-Cherry Co. of Nashville, Tenn., for the ten southeastern states; M. S. Geddes, Philadelphia, for Delaware and Maryland; Dick McDowell of Pittsburgh for Cumberland, Md., and Paul W. Langley of Overland Park, Kan., for Missouri and Kansas.

"We recently added **Alemite** to our lines," Owner **C. W. Newman** of **Perry Auto Supply Co.**, Perry, Fla., reported last month.

Charlotte Executive Reviews the Year

How was '49 and "what's cooking" ahead?

Replied Steve W. Dellinger of Charlotte Auto Parts Co., Charlotte, N. C.: "We have had a very good year. Sales are holding up well. Collections are just a little slower than last year. However, we are not alarmed at this, but we must watch collections a little closer."

W. E. "Bills" Evans of Braxton Auto Parts, Inc., recently made a trip to Ohio and Pennsylvania to take factory training as a tool and equipment specialist. He drove back to Whiteville, N. C., in a special mobile display and demonstration unit which had been purchased by Braxton. The unit is said to be one of ten operating in the United States at this time.

Hart's and Myers Win Advertising Awards

Hart's Automotive Parts Co., Chattanooga, Tenn., and Myers Motor Supply Co., Joplin, Mo., were among the winners in the 1949 advertising contest for wholesalers sponsored by the Automotive Advertisers Council.

Hart's won the third award in the classification for wholesalers with an annual volume from $500,000 to $2,000,000 annually. Myers won honorable mention in the classification for wholesalers with annual volume exceeding $2,000,000.

Oklahoma Boosters Mark First Anniversary

Only with balanced strength in the production, distribution and consumption elements of commerce can an institution get a fair share of business and serve itself and its customers, Ted B. Hendrick told 170 jobbers and Boosters at the first anniversary banquet of Automotive Booster Club, Sooner No. 27, on Dec. 2 in Oklahoma City, Okla.

"Getting the order is not enough," said Hendrick, "but the sales representative must be able to analyze his clients for their ability to buy and properly distribute a product." Hendrick is secretary of the Collins-Dietz-Morris Co., Oklahoma City.

The banquet, and entertainment that followed, was the highlight of a scheduled two-day meeting, which attracted mostly Oklahoma jobbers and Boosters to a program calling for sales

conferences at the convenience of interested parties.

B. A. "Pete" Kline, immediate past president, welcomed visitors and introduced Vernor Kleier, president of the Southwestern Automotive Wholesalers Association, from Winfield, Kan. Kline then introduced visiting Boosters, then the new officers of B-37 before turning the meeting to the new president, Leon "Pete" Moffett.

Moffett paid tribute to those who worked so consistently to get B-37 started and the new president called special attention to the efforts of Mike Froulow, whose death did not permit him to enjoy the fruits of his labor.

Entertainment, in the form of a floor show, had been arranged by John W. "Bill" Boulton.

Boosters from other clubs attended.

Gumout Names Four Southern Agents

The Gumout Division of Pennsylvania Refining Co. has appointed four representatives to cover various areas of the South.

They include: The Saunders Co., Greensboro, N. C., for South Carolina, Georgia and Florida; Schade Sales Co., Mooresstown, N. J., for the District of Columbia, Maryland and Delaware; E. M. Arnold, Pittsburgh, Pa., for West Virginia, and Winkenweder & Ladd, Chicago, Ill., for eastern Missouri.

The announcement was made last month.

Southerners Join Alemite Quarter-Century Club

Five distributors from the South and Southwest were among the 16 charter members of the new Alemite Distributors' Quarter-Century Club. They were given watches in recognition of the occasion by company representatives.

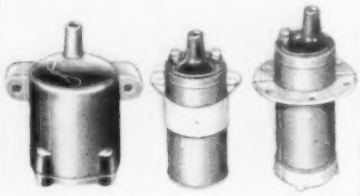
They include: C. F. Erk of Baltimore, Md.; G. C. Davis of Kansas City, Mo.; John M. McGregor, Memphis, Tenn.; E. M. Bibb of Louisville, Ky., and Ross Stewart of Houston, Texas.

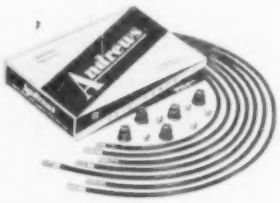
The **Crow-Burlingame Co. Unit** of **Ozburn, Crow & Yantis Co.** is planning to open a suburban store in North Little Rock, Ark., on or about January 15, officials of the company reported recently.

William H. Lukens has been appointed to the new position of general sales manager of the R. M. Hollingshead Corp. He was formerly vice-president in charge of export sales.

Deavours Represents Standard

A. C. "Pop" Deavours is now representing Standard Motor Products and the Hygrade Division in the Atlanta territory. His headquarters is at 92 Old Ivy Road, N. W. Deavours was transferred to Atlanta from the Louisville, Ky., territory.





CUSTOMER SATISFACTION

SINCE 1921

Andrews makes a complete line of ignition parts and cables. Engineered for heavy duty replacement requirements. Quality parts that help the repair trade win and hold friends.

Andrews
MANUFACTURING CO.
ST. LOUIS, MO.

HIRSIG

The Municipal Auditorium, shown here, will hum with activity next month when the annual convention of the National Automobile Dealers Association is held at Atlantic City. Much interest has been shown in the program and exhibits, and excellent attendance is predicted by association officials.

News Briefs

(Continued from page 79)

mediate past president of the Automotive Trade Association of Virginia.

Space reservations for the equipment exhibition, which will be held for the third year, indicate that the 1950 show will be bigger than its predecessors, Chamberlain said.

In addition to the business sessions, numerous entertainment features have been planned. Included are an evening musicale with Sigmund Romberg's orchestra, the big Family Night Party and the annual convention dance.

A tea, a fashion clinic and other special events have been planned for ladies attending the convention.

"Together the NADA convention and equipment exhibition offer all dealers their big opportunity for invaluable guidance in meeting the challenges of 1950, for renewing friendship and for having a grand time," Chamberlain said.

The 1951 convention will be held at Miami, Fla., it is expected.

"Sealed-Beam Mike" Retires from GE

Martin L. Sloan, known to his associates as "Sealed Beam Mike," has retired from General Electric Co. after 40 years. He was a vice-president and formerly general manager of the lamp department.

Sloan was coordinator of the various GE activities involved in the introduction of the sealed-beam headlamp for automobiles a decade ago. He worked with the engineering, manufacturing and sales of the lamp and is credited with interesting the various manufacturers.

Ford Advances Missourian

W. E. Kimbrough has been appointed manager of the Ford Division distribution department. A native of Hardin, Mo., Kimbrough attended Central College at Fayette, Mo., and joined Ford in 1928 at Kansas City. Before his recent promotion he was assistant manager of the truck and fleet sales department.

A "PERFECT STRIKE" Everytime with Glaser's "BIG 4"

OTHER GLASER PRODUCTS

Radiator Acid Core or Solid Wire Solder

Aluminum Solder and Aluminum Flux

Cold Tinning Compound

Cold Tinning Compound for Aluminum

Welding & Brazing Fluxes

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GLASER'S "BIG 4" turn body dents into profits for you.

GLASER BODY SOLDER is the best body solder on the market. Best, because "IT S-P-R-E-A-D-S LIKE BUTTER". Stays plastic longer than any other Body Solder.

GLASER 2-in-1 HOT TINNING STICK—A Glaser exclusive. Stands alone for body, fender and babbitting work. Cleans and tins all metals in one swift operation.

GLASER ACID CORE SOLDER. The finest acid core Solder made. Puts speed into every job. Positive in action—turns out more work.

GLASER GENUINE BABBITT METAL—Perfect for "Con" rods and main bearings. Excellent casting qualities.

Get the perfect shop score . . . PROFITS, ECONOMY, and SPEED . . . with Glaser — The "best" in Solders, Tinning Compounds, and Babbitt Metals. Order Glaser, by name, from your jobber today.

The Quality Line

Represented in the southeast territory by G. W. Kiser Co., Atlanta 3, Ga.
Represented in the southwest territory by R. L. Rogers Co., Dallas 5, Texas

GLASER LEAD CO., INC.
21—31 Wyckoff Avenue, Brooklyn 27, N. Y.

OUR 28th YEAR OF DEPENDABLE SERVICE TO AMERICAN INDUSTRIES

HELPFUL BOOKLETS FREE

101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kielen Avenue, St. Louis 20, Mo.

103. FOUR - PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to: (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

104. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 990 Upton St., Toledo 1, Ohio.

105. AIR BRAKE BULLETIN—Discusses the three Wagner Air Brake Systems, with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-50-B. Wagner Electric Corporation, 6364 Plymouth Avenue, St. Louis 14, Missouri.

107. A 12-PAGE COLORED CATALOG describing the Arvin "Big Flo" principle for fast heating of cars and trucks. Three separate models are available to fit popular make cars and trucks. Noblitt-Sparks Industries, Columbus, Ind.

109. AMMCO "SKILL-BUILT-IN" MOTOR RECONDITIONING TOOLS AND EQUIPMENT — Catalog pages showing famous AMMCO line of profitable motor service equipment. Amazing new ridge reamer, all-purpose small bore hone, cylinder surfacing hone, piston ring file, self-lubricating cylinder grinder, hydraulic brake cylinder hone, con rod aligners, tension indicating wrenches, and line-boring machine for main and camshaft bearings for all cars and trucks. Ammco Tools, Inc., 2104 Commonwealth Avenue, North Chicago, Ill.

111. PERMATEX FORM-A-GASKET MANUAL will contain many illustrations of important equipment on which the three types of Form-A-Gasket have been used. It, of course, emphasizes the differences between Form-A-Gasket Number 1, Number 2 and Aviation Form-A-Gasket. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

114. AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "tuffies" such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 339 Cedar St., Owatonna, Minn.

116. GOOD IGNITION by Delco-Remy—A 20-page 8½x11 inch booklet covering the operation and maintenance of Delco-Remy ignition equipment. Contains 78 pictures. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

117. PLENTY OF IDEAS for tuning up service stations repair shops and car dealerships are to be found in the Bear "Idea Book". This 50-page book contains hundreds of the latest ideas on building modernization, on equipment arrangements, on station and shop layouts, and on merchandising displays. Bear Manufacturing Company, Rock Island, Ill.

119. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

124. McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

131. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also car record books for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

132. CATALOG NO. 45E—Automotive Electrical Products, showing complete line of replacement parts for autos and trucks. Andrews Mfg. Co., 6315 Maple Ave., St. Louis 14, Mo.

133. CATALOG NO. 500L—Featuring the 200 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134. STREAMLINER CATALOG — Makes servicing easier on front end parts. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

139. BUELL AIR HORNS—Again available. Here's good news for the fleet owner, trucker, motorist, and boat owner — Buell Air Horns and Air Compressors are back from the war, having served on PT Boats and Coast Guard cutters, fighters and bomber planes. Buell Mfg. Co., 919 West 49th Place, Chicago 9, Ill.

149. DRIVE SHAFT BUSHING AND SEAL ASSEMBLY for all Chevrolet cars, pick-ups and most GMC pick-ups—pamphlet fully describing this unit, with cut-away illustrations showing construction. Manufactured by National Machine Works, P. O. Box 4306, Oklahoma City 9, Okla.

150. VAN NORMAN CONDENSED CATALOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Division Springfield 7, Mass.

160. NEW BLACKHAWK PORTO-POWER CATALOG NO. P 46, AND PRICE SCHEDULE—Includes "catalog of uses", covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg Co., Catalog Dept., P. O. Box 618, Milwaukee 1, Wisc.

162. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 8, Ohio.

164. AIRTEX FUEL PUMPS AND GASOLINE FILTER-DAMPER—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Filter-Dampers. Catalog AX68. Airtex Automotive Division, Chelford Master Mfg. Co., Inc., Fairfield, Ill.

167. "THIS IS THE KAUFMAN PROCESS"—New 4-page folder explains, with illustrations how cap screws are made by double extrusion. The Cleveland Cap Screw Company, 2917 East 79th St., Cleveland 4, Ohio.

168. HOW TO HONE CYLINDERS:—Well illustrated 12-page booklet covering all phases of cylinder honing. Lisle Corporation, Box 1028, Clarinda, Iowa.

171. SUN SCIENTIFIC AUTOMOTIVE SERVICE EQUIPMENT—Containing thirty-six full colored pages with complete description and prices, history, policies, warranties, and profit proving plan. Sun Electric Corp., 6323 N. Avondale Ave. Chicago 31, Ill.

180. THE LAMSON NO. 47-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 25th St., Cleveland 3, Ohio.

185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

186. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

193. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

202. TECHNICAL MANUAL—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

205. UNDERBODY COATING PROFITS—A leaflet describing the new Aro Drum Pump that makes underbody coating service easier and more profitable. The Aro Equipment Corporation, Bryan, Ohio.

216. "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

218. P & D GENUINE IGNITION PARTS—Catalog No. 47—Over 80 pages fully describing the complete line of starting, lighting and ignition replacement parts and coils for automobiles, trucks and buses. P & D Mfg. Co., Inc., 19-92 Steinway St., Long Island City, N. Y.

225. CONDENSED CATALOG 230 — This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co., Lancaster, Pa.

235. UNITED STATES ELECTRICAL TOOLS. A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers, etc. United States Electrical Tool Co., 1056 Findlay, Cincinnati 14, Ohio.

Please send to me without obligation, free booklets No.

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in the January 1950 issue of SOUTHERN AUTOMOTIVE JOURNAL.

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Company _____ Position _____

Number and Street _____

City _____ State _____

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 5, Ga.

North Carolina Dealers Ask Crack-Down on Bootleg Cars

New cars coming from without the state into the hands of non-enfranchised dealers in North Carolina have created a situation that's critical.

That was the reason given by officers of the North Carolina Automobile Dealers Association for the recent adoption of a resolution by its board of directors requesting the industry relations committee of the National Automobile Dealers Association to counsel immediately with the car manufacturers to:

"1.—Equalize distribution to demand of local markets—based on today's market.

"2.—Take more aggressive action to see that their respective dealers confine sales to local trading areas.

"3.—Take definite action with said dealers to halt the practice of their sales going directly or indirectly into the hands of non-enfranchised dealers, where such practice is now going on."

Brack Wilson of Smithfield, president of the North Carolina group, asserted:

"The situation complained of in this resolution has not grown up overnight, but has been growing over a considerable length of time to the place that it has reached alarming proportions to the enfranchised automobile dealers . . .

"It is my thinking, based on expression from scores of dealers, that there is nothing NADA could do for the North Carolina enfranchised dealers that would emphasize more the importance of their belonging to NADA than for NADA to solve this threat to the daily welfare of the enfranchised automobile dealers of North Carolina and other states similarly affected.

"It is my considered opinion that unless NADA does take up the cudgels in this fight for the survival of the enfranchised dealer, we will encounter widespread resistance to continued membership in NADA when renewal dates come up."

S. W. Rolph has been elected president of The Electric Storage Battery Co., Philadelphia, succeeding R. C. Norberg, who has been named chairman of the board. Rolph was formerly executive vice-president.

Childress Leaves Atlanta

George R. Childress, assistant manager of the Buick Atlanta zone, has resigned to become general manager of the Buick dealership at Tucson, Ariz. C. W. Young, who was formerly general manufacturing manager for Buick, will head the agency.

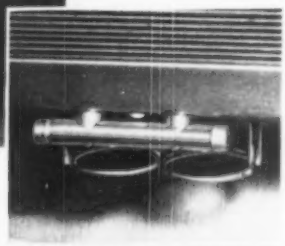
Number 213

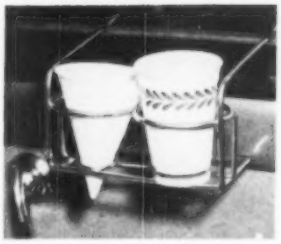
- Above, *Car Bar*™ Opened. This sturdily constructed Beverage Holder is ready for any traveling use.
- Right, *Car Bar*™ Folded. The Beverage Holder is hidden from sight with only the attractive tube showing. List Price, $3.98. — slightly higher west of the Rockies. Liberal Trade Discounts.
- Right, This inside *Window Beverage Holder*™ fits all window chanels. Bright nickle plated, rust proof, rubber cushioned. Simply hook over garnish mold, no other installation needed. Can be moved at will. List Price, $1.49.

™ T.M. Reg. Pat. Pend. Number 113

Latest for 1950. Car Bar!

Dashboard or Window Beverage Holder





Here is the most sensational automobile, truck, or bus accessory that has been put on the market. Easily installed, this *Car Bar*™ will fit any make or model car. *To serve in your car, Push-Pull — and there's your bar!!* When not in use it folds away out of sight. It holds drink bottles, milk, cola, beer, ice cream cones, paper cups, etc. Mechanical parts are solid brass, chromium plated. Sturdy construction, fully guaranteed. Get in on the biggest sales item of the year! Contact your automotive jobber for further details, or write:

National Sales Representative **WARREN KATZ** Manufactured by CAR BAR COMPANY

703 Durant Place, N.E.—Atlanta, Ga.
Telephone: VErnon 5398

Some Distributors' Territories still open. Write today. See these items in Booth 612, AAMA Show, Grand Central Palace, New York, February 6th to 10th.

Good Retailing Ahead, Kansas Dealers Hear

Officers of the Kansas Motor Car Dealers Association are (l. to r.): John H. Butts, Buick dealer of Wichita, vice-president; R. D. McKay, Chrysler-Plymouth, of Wichita, state NADA director and NADA regional vice-president; Harry B. Russell, Ford, of Junction City, retiring president; Secretary-Manager Roscoe Hambric of Topeka and Lloyd W. Scott, Chevrolet dealer of Topeka, president. Treasurer Willard Noller, Ford dealer of Topeka, was not present when picture was made.

AUTOMOTIVE retailing "should be particularly good during the next few years and for perhaps as long as ten years," Walker A. Williams, Ford Division sales manager, told the annual convention of the Kansas Motor Car Dealers Association at Wichita last month.

He predicted that there will be a demand for between five and six million new motor vehicles a year for the next five years. Replacement demand alone will be from three to 3½ million cars and between 600,000 and 800,000 trucks a year, he said, while present non-owners would account for one million to 1½ million cars and 300,000 to 400,000 trucks yearly.

The "universal urge" to own a new car as soon as possible and the ability of customers to better afford a new car than in prewar days were also cited by Williams.

The practice of some manufacturers of shipping vehicles on open order without the specific consent of the dealer was condemned in one of several resolutions adopted at the convention. The dealers urged manufacturers to keep their output in line with market conditions and thus eliminate bootlegging and non-profit sales.

Other resolutions asked adoption of the uniform vehicle code in Kansas, stated that cooperative organizations should be required to pay taxes equivalent to those paid by competing businesses and called for repeal of federal automotive excise taxes.

Truck sales are expected to climb 50 per cent during the next decade, Karl M. Richards, manager of the Motor Truck Division of the Automobile Manufacturers Association, stated.

He forecast steadily increasing overall demand, despite a production drop from the record set in 1948. Motor truck mileage has risen two thirds over the 1939 figures, compared with a 45 per cent increase in car travel, he said.

Other speakers included: Robert Deig, managing director of NADA; Roberto De La Rosa, cultural agent for the Mexican government, and Henry J. Taylor, who is a radio commentator.

Lloyd W. Scott of Topeka was elected president, succeeding Harry B. Russell of Junction City. John H. Butts of Wichita was named vice-president and Willard Noller of Topeka was elected secretary-treasurer for the third time. Roscoe Hambric is secretary-manager.

About 1,000 dealers attended the meeting.

Chevrolet Honors Wright

J. C. Wright of Wright Chevrolet Co., Clarendon, Ark., was elected honorary president of the 135 dealers composing Mid-South Chevroland. W. L. Hale, Jr., of the Hale Chevrolet Co., Mayfield, Ky., was elected vice-president of the dealers.

BE UP TO DATE

IN CLEANING METAL PARTS

NO BRUSHING
NO SCRAPING
NO HEATING
WITH →

No matter how dirty metal parts become, it's easy to clean them the modern way! Grease, oil and all kinds of dirt come off with one dip in Bendix* Metaclene, the more efficient cleaner that keeps its strength and requires no heating. Order Metaclene today.

*Reg. U.S. Pat. Off.

- FASTER
- EASIER
- MORE ECONOMICAL

BENDIX PRODUCTS DIVISION of
SOUTH BEND 20, INDIANA
Bendix AVIATION CORPORATION
Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

Bear Mfg. Co.'s $400,000 modernistic aluminum automotive safety service school at Rock Island, Ill., was opened officially Nov. 30. The first floor houses a complete safety-inspection station and on the second floor are the classrooms, locker rooms and display rooms. A general view of the interior of the service garage, with the service manager's office in the background, is shown at left above. With this building, said officials, Bear "is basing its own personal campaign to solve an industry-wide problem: The shortage of trained mechanics."

"Indirect" Mail Makes Postman Ring Twice

Both the postman and the telephone company were doing double work as a result of a direct mail campaign sent out by Ben McGahey, sales manager of T. B. McGahey Motor Co., Inc. (Chrysler-Plymouth), Miami, Fla., according to a recent issue of *Chrysler Tonic*.

McGahey arranged for a direct mail agency to send out two sets of letters to all Chrysler and Plymouth owners in his county, one of them beginning "As one of our valued customers, etc.," and the other saying in effect, "Although you are not one of our customers, etc." The agency sent the wrong letter to the two groups and McGahey got a tremendous response, none of it very complimentary.

But by many letters and telephone calls McGahey was able to appease customers who had been called strangers and make the misdirected statement to "valued customers" true in a number of cases. He even wonders if the mistake didn't result in more business than a correct campaign would have brought.

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DESIGNED FOR UTILITY STYLED FOR BEAUTY

Automobile Accessory Dealers everywhere are singing the praises of the NEW all metal tubular frame "CAR CADDY." Tremendous Sales have resulted in exceptional Profits.

The NEW "CAR CADDY" is designed to fit all Car and some Truck models and makes —Domestic and Foreign. . . . Attached or Detached in a jiffy without tools. . . . Just Clamp to Drain Channel above door and the Car Caddy is ready for use. No Screws, Bolts, Nails, etc. . . . Rubber cushioned contact points prevent scratching or marring.

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1950 Production May Top '49 Record, Cronin Says

Mr. Cronin

MANY industry officials are optimistic that 1950 automotive production will equal or top the record of 1949, William J. Cronin, managing director of Automobile Manufacturers Association, said in his year-end review.

Manufacturers start off in 1950 with heavy demands in most parts of the country. Dealer stocks of new cars hit the lowest point for the year in the final month of 1949, according to the report.

While it is impossible to predict beyond the early part of the year, Cronin said, there are several factors which indicate that production will remain far higher than prewar levels for many years to come. These he listed as increased population in the United States, increased employment and increased national income, greater average age of passenger cars today as compared with prewar days and greater replacement demand because of higher registrations.

The year 1949 shattered many automotive records which had stood since 1929, Cronin revealed. Automotive manufacturers turned out 6,200,000 new passenger cars, trucks and buses—an average of nearly one new vehicle every second of every working day during the year. This was 17 per cent above the 1948 level and 15 per cent ahead of 1929's figure of 5,358,420.

Registrations reached a new high, totaling 43.9 million by the end of the year. This included 35.7 million passenger cars, eight million trucks and more than 200,000 buses.

Employment in motor vehicle, body and parts plants averaged 780,000 during 1949. Hourly rates, weekly and annual payrolls all established new records for the industry.

The average age of passenger cars at the end of the year was 8.4 years, a slight decline from the 8.8 average in 1948 but still far above the average of 5.5 years before the war.

"The most stabilized operations in its history were achieved during 1949 by the automotive industry," Cronin said. "Production moved at a fast pace throughout the entire year, sales kept right on the heels of production and employees worked longer, steadier and were paid more money than in any year in the history of the industry . . .

"The automotive industry moves into the second half of the 20th century hopeful and confident that ever greater contributions can be made than those of the first 50 years . . .

"Many problems face the automotive industry and highway transportation generally if growth is to continue unabated in the years ahead . . .

"None of the roadblocks ahead is insurmountable and the automotive industry and all other segments of highway transportation are actively seeking solutions. They won't come immediately, some may take years. But little by little the problems are being whittled down in size, pointing the way to real progress."

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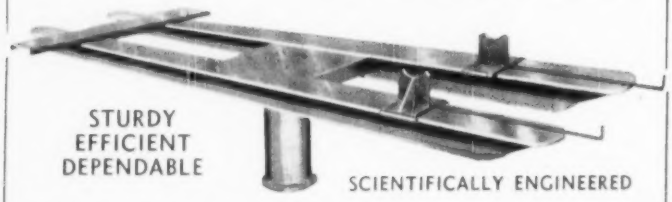

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J. O. Barron Dies At Hattiesburg

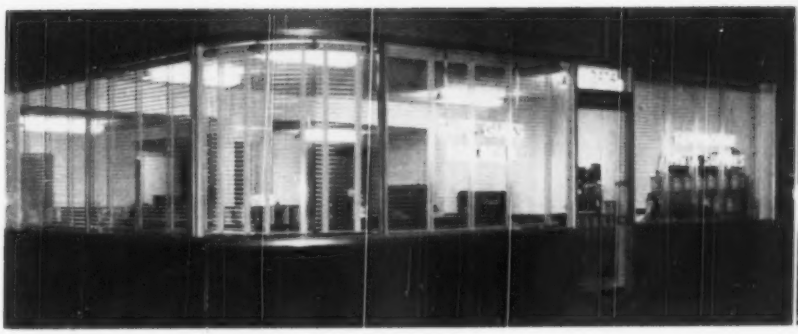
J. O. BARRON, Sr., automobile dealer of Hattiesburg, Miss., died last month. He was 70.

A native of Alabama, Barron moved to Mississippi in 1896. He bought the Ford agency in Hattiesburg in 1918 and actively conducted the business until 1956, when he turned the management over to his sons, J. O. Barron, Jr., and C. C. Barron.

Birmingham Association Elects Roy Bridges

ROY Bridges has been elected president of the Birmingham Auto Trades Association. Jerry LaSuer is first vice-president and R. R. Berry is second vice-president.

Directors include R. J. Jones, Jr., Harold Wood and M. B. Carter.



This night view shows the new home of Windshield Glass Mfg. Co. at Dallas, Texas, which may be the most modern of its kind in the South. The small photograph is of W. L. "Lon" Harrell, general manager.

Glass Firm at Dallas Opens New Building

From a small beginning to what may be the largest and most modern establishment in the South specializing in automobile glass is the record of the Windshield Glass Manufacturing Company of Dallas, Texas.

This firm recently occupied a new building affording 12,000 square feet of floor space with an additional 5,500 square feet of concrete parking area adjoining. The establishment and its $100,000 inventory makes a striking comparison with the original location of 23 years ago when the floor space available was 1,500 square feet and the inventory added up to $1,000. Furthermore, Windshield Glass began as a strictly local concern, but now serves as distributor for Texas, Oklahoma and New Mexico.

In the new home this company operates five trucks completely equipped to make installations in dealers' shops and the service floor accommodates 12 cars.

W. L. "Lon" Harrell, general manager and one of three men who launched the concern, firmly believes that automobile glass is a specialty and as a result of this belief has sold the idea of a complete glass department to a number of automobile dealers. Before such a department is opened in a dealership, however, the dealer's department manager gets a full course of training.

Bernard Kiowski is assistant manager and treasurer and department heads are J. Ray Steer, field sales manager, Earl Carman, city sales manager, Bob Comer, service manager, and Helen Riley, plant superintendent for the company.

WARCO TRANSMISSION FLUID

FOR HYDRAULIC TRANSMISSIONS ON GENERAL MOTORS CARS

MORE and more cars throughout the nation are being equipped with Hydraulic Transmission.

Warco, which is always keenly aware of it's responsibility to the automotive industry, recently announced a new member to it's family of automotive chemical products — WARCO TRANSMISSION FLUID for use on General Motors Cars.

This famous Transmission Fluid has the same chemical and physical characteristics as the original equipment fluid.

By a special Warco process the formation of sludge and varnish in the Hydraulic Transmission is prevented when you replace with WARCO TRANSMISSION FLUID. Packed in quart and gallon cans. Also five gallon drums.

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WARCO General Purpose Oil
WARCO "K.O." Korb
WARCO Liquid Engine Seal
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WARCO Jack Oil
WARCO Gasket Cement
WARCO Windshield Cleaner
WARCO Replacement Universal Joint Boots

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Herman J. Downey Co., Birmingham, Ala. Automotive Parts Distributors, Inc., Atlanta, Ga. Automotive Service Industries, Inc., Dallas, Tex. West Coast Rep. M. L. "Budd" Cohn, Los Angeles, Cal.

For further information see your jobber, or write us

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WARCO — The De Luxe CHEMICAL LINE

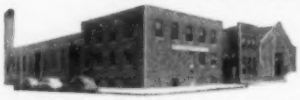
Oklahoman Will Head Up Goodyear Replacements

Victor Holt, Jr., a native of Oklahoma and former all-American basketball star of Oklahoma University, has been advanced to vice-president in charge of the Replacement Tire Division of Goodyear Tire & Rubber Co.

During his 20 years with Goodyear, Holt has worked in the Kansas City and Miami, Fla., branches. He succeeds J. E. Mavl, vice-president, who has been moved up to the position of sales coordinator.

This heavy-duty stake truck illustrates one of 200 series in the 1950 Chevrolet line. This particular model has 116-inch wheelbase and carries a payload of approximately five tons.

The Plant Behind AMKO PRODUCTS!



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Chevrolet Introduces 1950 Truck Line

Increased engine power, added comfort and greater safety are features of the 1950 line of Chevrolet commercial cars and trucks. The line comprises 20 series on nine wheelbases, ranging from 115 inches on the sedan delivery model to 199 inches on the 54-pupil school-bus unit.

The Load-Master engine, used on heavy-duty models, now produces 105 horsepower, a gain of 12 over the former 93. Increased power results from larger inlet, exhaust and manifold passages so that greater quantities of fuel mixtures can be admitted quickly and burned gases exhausted easily, company engineers said.

A new power-jet, down-draft carburetor is said to give better low speed performance, faster warm-up and improved operations on grades. The governor on the Load-Master has been set to increase maximum engine speed from 2,800 to 3,200 r.p.m.

The Thrift-Master engine, used on light and medium models, now delivers 92 gross horsepower. Torque has been increased to 176 foot-pounds.

Seats in all cab models are 2½ inches wider and they have heavier coils.

Oklahoman Will Head Parts Rebuilders

J. W. Boulton of Oklahoma City was elected president of the Automotive Parts Rebuilders Association at the convention in Oklahoma City recently. A. J. Woodruff of John Wilmer Co., Atlanta, was named third vice-president.

Other officers include John W. McGuire of Mooresville, Ind., second vice-president; C. E. Monteith of Elkhart, Ind., secretary, and George W. Marquardt of Chicago, treasurer.

"Business will be good for those who make it good," directors stated in regard to the 1950 outlook. In line with the association's more aggressive sales policy, national headquarters has been moved from Los Angeles to 1414 South Michigan Ave., Chicago, it was announced.

Southern Dealers Attend Packard Sales Meeting

Three Packard dealers from the South attended the meeting of the nine-man Dealer Advisory Council last month to discuss merchandising plans for the coming year.

They are: Albert Meek of Fort Worth, Texas, George M. Couch of Atlanta and Royston E. Covington of Bethesda, Md.

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Lindsey Hopkins, Jr. (right), president of Import Motors, Ltd., a new agency in Atlanta, examines an Austin which has just been unloaded at Jacksonville, Fla., for delivery to his firm. With him are (l. to r.) Frank Watts, dealer for Austin cars at Miami, Fla., and John Wells of The Austin Motor Co., Ltd.

GM Schedules 1950 Full-Line Show

All lines of General Motors' new 1950 model automobiles will be presented to the public in one big show at the Waldorf-Astoria in New York January 19 through 27, C. E. Wilson, president, announced.

The show, keyneting 50 years of automotive progress, will be called "Mid-Century Motorama." Last January the "Transportation Unlimited" show which GM put on at the Waldorf broke all records there with an attendance of more than 300,000 persons.

"'Mid-Century Motorama' will be a presentation of General Motors' complete line of 1950 model automobiles and all of the engineering and technological advances which these cars represent," Wilson said.

"We in General Motors believe that if we continue to recognize the importance of new and better products we shall maintain and even enhance our contributions to the nation's economic well-being."

All of the space available on the Waldorf ballroom floor, including the grand ballroom itself and adjacent salons, totaling more than 25,000 square feet, will be utilized. Thirty-eight new models in the Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac lines will be displayed. Also there will be chassis, engine and transmission exhibits especially built for the show.

Selected models of each of the five GM automobile lines will be prominently featured in the ballroom, with a background indicating the advances in each line since the first cars made early in the century.

Mitchell Buick Agency To Open in Atlanta

Thomas R. Mitchell has been appointed Buick dealer at Buckhead, a suburb of Atlanta. His firm is situated temporarily at 3163 Roswell Road and construction is scheduled to begin soon on a $125,000 building.

A former used-car dealer, Mitchell is a native of Greensboro, N. C. He attended Wake Forest College and came to Atlanta in 1934 as a used-car salesman.

J. U. McKethan Heads Charleston Dealers

J. U. McKethan of McKethan Oldsmobile, Inc., was elected president of the Charleston, S. C., automobile dealers at a recent meeting.

Sam Dunham of Dunham Motors, Inc., was named vice-president and J. J. Altman was named secretary-treasurer.

The association was organized in 1920.

Mason Goes to San Antonio

Charles L. Mason is now general manager for Downtown Motors (Ford), San Antonio, Texas. He was formerly general manager for Jack Roach, Inc., Ford dealer at Houston.

FOR SALE — 10 KW ELECTRIC PLANT

Compact unit with engine and generator in stream lined housing. Automatic control, push-button starting. 115-230 volt, single phase, 60 cycle, 3 wire generator driven by efficient Willys gasoline engine. Mounted on skids, complete with remote switches, wire and tools. Operated only 500 hours before replaced with power line service.

Suited for industrial, commercial, construction or agricultural use, ideal for stand-by service. Will sell at $900, which is less than half its initial cost. Address Box 143, c/o SOUTHERN AUTOMOTIVE JOURNAL, 806 Peachtree St., N. E., Atlanta 5, Ga.

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Three KIT packages available — all complete for any patching job. All Kits include KWIK-PATCH rolls, KWIK-METAL can and bottle of KWIK-SOLV solvent.

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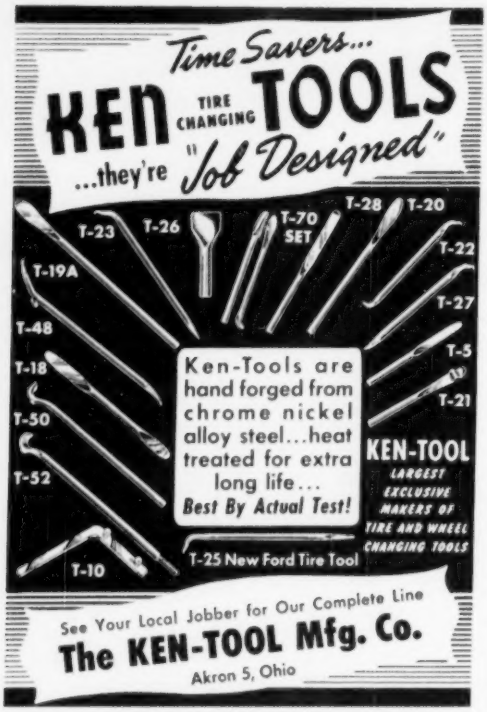

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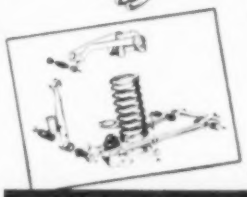

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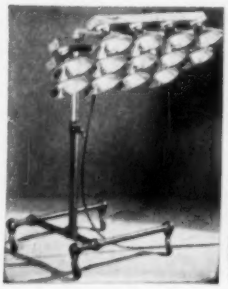

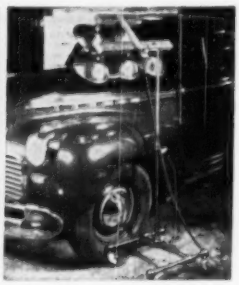

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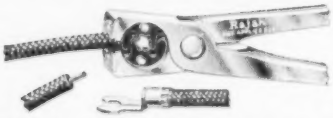

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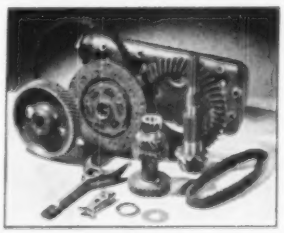

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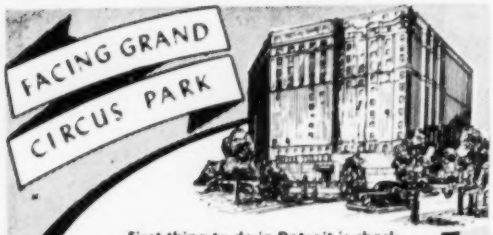

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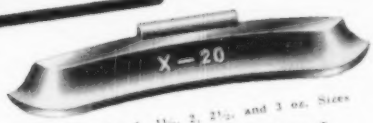

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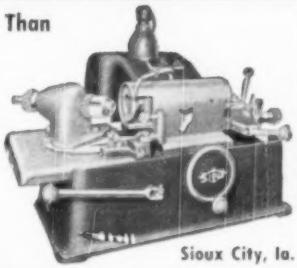

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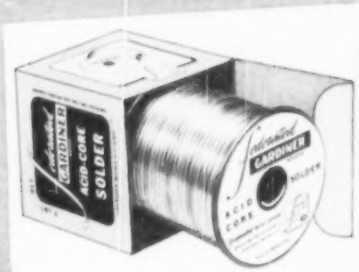

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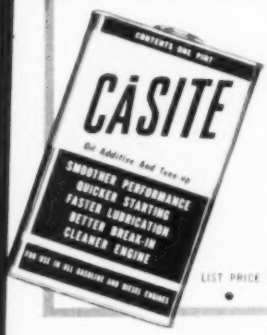

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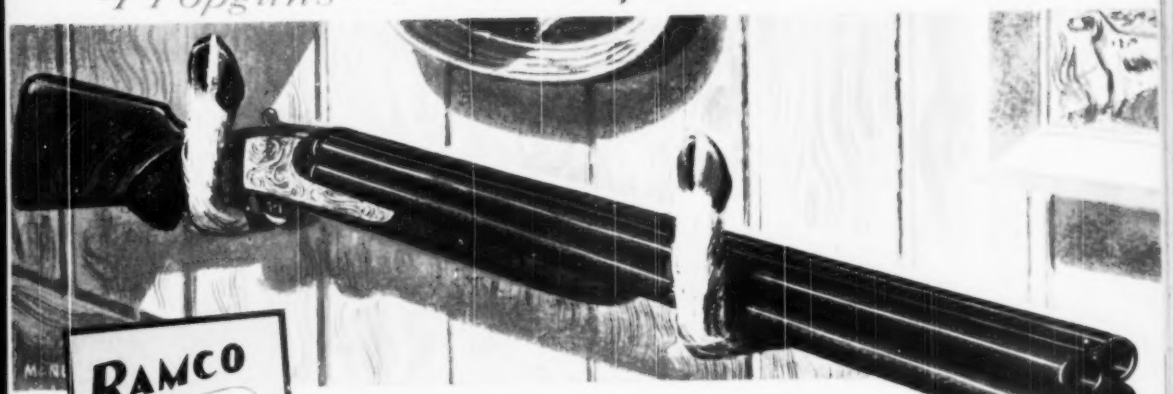

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